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Southland's  
OWN SUNDAY  
Newspaper

## Independent = Press = Telegram

The Weather

Mostly sunny but some variable high clouds. High 78. Complete weather on Page A-2.

Phone HE 5-1161 — Classified No. HE 2-5959 — PRICE 25 CENTS

LONG BEACH, CALIF. 90801, SUNDAY, MARCH 21, 1965

VOL. 13 — NO. 30 156 PAGES

# 5,000 March Today With Armed Escort

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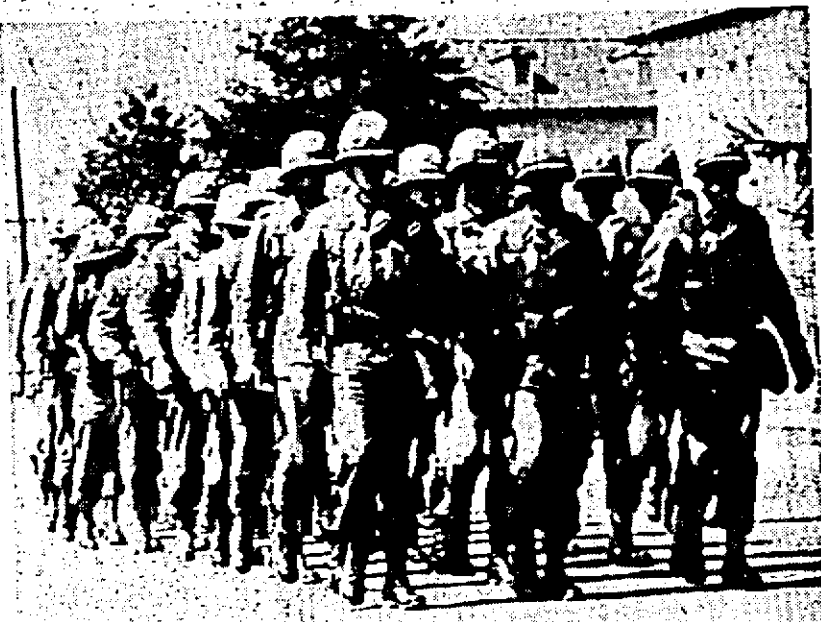
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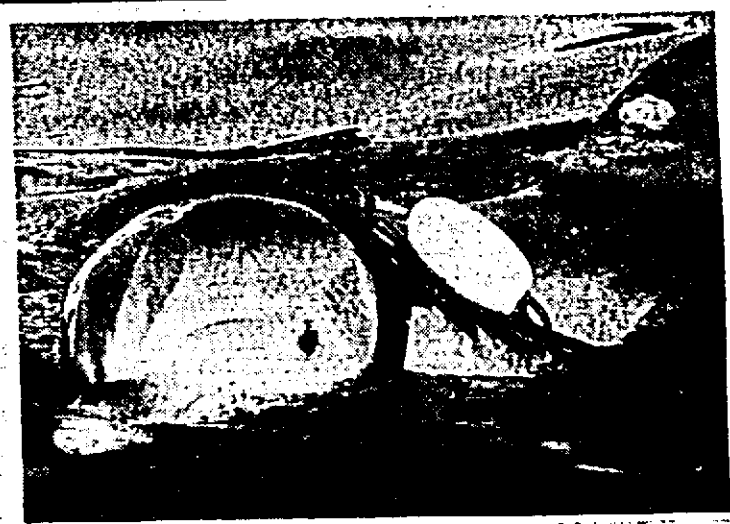
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L.P.T. Marine Editor

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Cracking the man-animal language barrier, the

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Headed by a former Marineland zoologist, Thomas G. Wood, the researchers are trying to learn what tricks the porpoise and his mammalian relatives, the sea lion and seal, can be taught that would be

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By M. OR GRISSOM

Not long after I made my little hop in Liberty Bell Seven, I could see that we were sure to run out of Mercury flights before my turn came again. We were rotating on pilot assignments, and we had only so many spacecraft to fly. I didn't have a job. It didn't look as though I was going to get one.

Three years ago two new programs were just getting started, the two-man Gemini and the Apollo moon project. I knew Jim Chamberlain — the father of Gemini — quite well, so I latched onto Gemini.

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A 38-year-old veteran and a 33-year-old rookie, the first two-man team in America's Project Gemini, are scheduled to rocket into space Tuesday for three orbits around the Earth, launching the epochal U.S. thrust to the Moon. The command pilot, Air Force Maj. Virgil I. (Gus) Grissom, is the old hand who on July 21, 1961, became the second American in space when he rode a Mercury capsule down the Atlantic Range.

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The name Gemini — the Latin word for twins — aptly describes this flight crew. Grissom is short, compactly built, publicly quiet, the father of two. Young is short, compactly built, painfully shy in public, the father of two. Here, they tell of the frustrations and rewards of their years of training.

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When I came aboard about two years ago, I felt like the greenest rookie in spring training. There was a lot of catching up to do. First of all, in the Navy we didn't have anything that faintly resembled orbital mechanics or astronautics. I didn't know an orbit from an astronaut.

Remember, I was still testing airplanes when Gus and the rest were riding rockets. Some people tend to forget that we owe those guys a heckuva lot. They really faced some unknowns. People were taking odds that a man couldn't last 10 minutes in zero gravity.

When we started class

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Fashions and Long Beach are both on the move — And that's the theme for this year's big Spring Fashion Edition which will be found in today's Independent, Press-Telegram. Everything from wigs, the fad of the go-go crowd, to hats with "swish, sway and dash" are featured in the special 20-page section.

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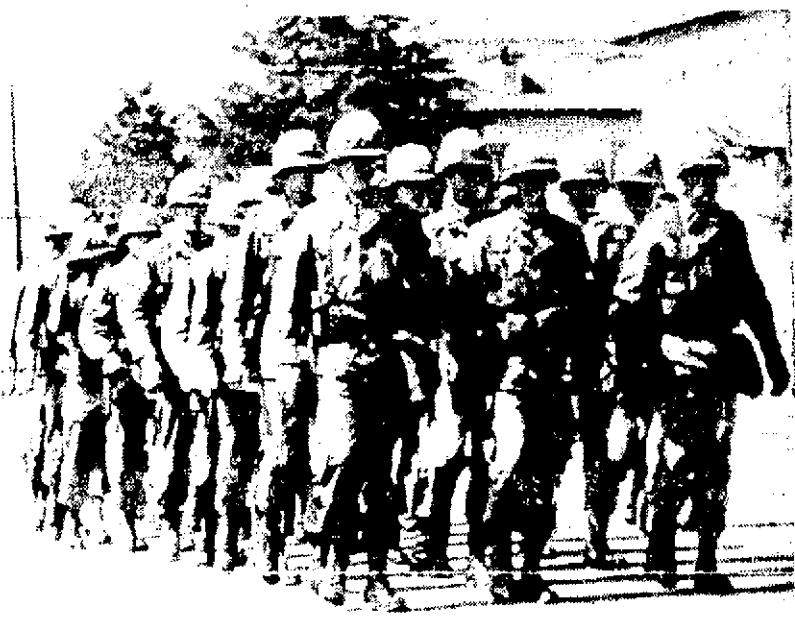
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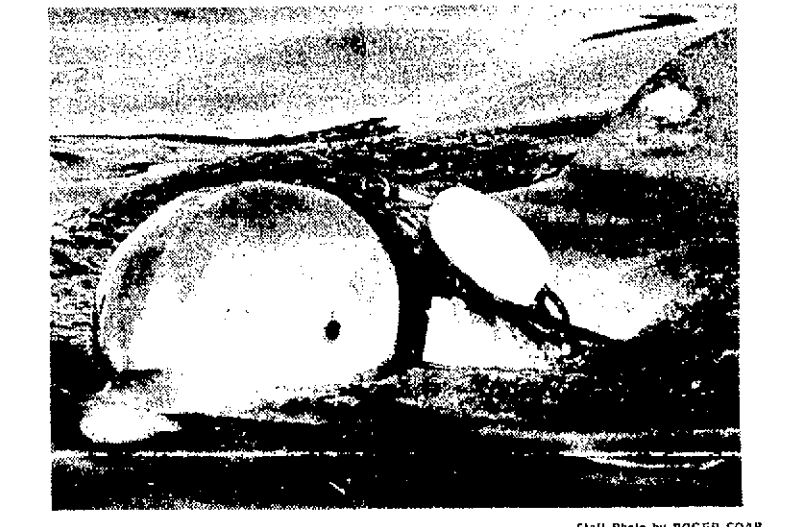
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## L.A.C. Says: If They Only Paid What They Owe Us

The United States will have another six months to convince the rest of the world that the dollar is as good as gold. That is the result of a round of secret meetings held in Paris last month—as reported by U.S. News. If we do not cut down the spending of more dollars abroad than we receive back—there will be a further demand for gold from us for the dollars held by other nations. That is the warning that caused the President to tell U.S. bankers to cut down on expenditures and loans. But apparently it does not apply to what our government does with its foreign aid and other expenditures.

It seems rather ridiculous that we should be faced with a run on our gold supply by nations that owe us far more than all the dollars they now have. If they are concerned over our financial situation, they can quickly save us embarrassment. All they would have to do would be to use these dollars they hold to pay us some of the money they owe us.

Another U.S. News chart shows some of these debts. They total \$20.5 billion of World War I loans we made them. France alone still owes us \$6.5 billion of these old debts—Britain, \$9 billion and Italy \$2 billion. If these debts were paid, we would not have a problem. But, in addition, another \$16.6 billion is owed us for World War II loans.

These total debts are more than all the dollars in foreign countries that are redeemable in gold. France is cashing in some of these dollars—thereby reducing our gold supply. But, France still owes us \$637 million, borrowed during and since World War II. It is about equal to all the dollars for which de Gaulle is threatening to demand gold.

These \$37 billion of actual debts owed to the U.S. are a minor part of what we have given to other nations since World War II. The total in lend-lease, Marshall Plan and other foreign aid, is over \$130 billion. We ask no repayment for these gifts which have placed the European economies at the highest levels in their history. In doing so we have given the wealth of our farms, factories and raw materials. We have placed a debt of \$325 billion on our own people—and reduced our gold supply from \$26 billion to less than \$15 billion.

Now we are threatened with a run on our gold supply by France and other nations to redeem dollars we have sent them. There is no suggestion that they use the dollars to repay the debts they owe us. In effect, we are told we must open our markets to their products—increase our interest rates, and other programs to protect our gold supplies. And the President has called upon business and our bankers to cooperate.

It is, of course, confusing to those of us to whom international financing is a mystery. But, even I can understand that it is unsound to let someone who owes me money to tell me how I can manage my affairs. If that person who owes me money insists upon my changing my financial operations, I would feel free to insist first that he pays me what he owes me. The next time de Gaulle insists on our gold for dollars he holds, it would seem reasonable to tell him—pay us what you owe us with these dollars and we will give you gold for any amount of dollars you have in excess of that amount. It may seem naive—but I am sure most of us wonder why it should not be done.

—L.A.C.

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Fire officials said the fire, which caused extensive damage to the rear portion of the store, was extinguished with a garden hose, and the work of the trash-barrel firebug, responsible for numerous similar blazes in east Long Beach.

Patrolman Ken Schack said the first blaze was discovered about 2:20 a.m. by Kenneth stock.



**LYNNS MONDAY ONLY**  
634 Pine, Long Beach  
**INFANTS' 4 PIECE SWEATER SETS**  
**1.00** 100% ACRYLIC FIBERS  
ADULTS ONLY



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**MISSES' PRINT SATEEN DRESSES**  
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**WE** offer an unusual opportunity, with avenues of advancement open.

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Long Beach 15, California  
Geneva 9-0918

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... President Johnson's Great Society in a touching scene laid in a spot called Budgetary Gap, in the hills of New Appalachia.

... Former Sen. Barry Goldwater as the Republicans' "all-time loss leader."

... De Gaulle as a "NATO dropout."

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"Ev'ry variety,  
Goodies from A to Z,  
His Great Society,  
O happy day.  
So come  
To the millennium,  
Savings is out of date,  
Deficits are great.  
L.B.J.  
Hail to Him,  
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The Republicans went on the griddle. The scene was Peachtree Street and Magnolia Avenue, in any strife-torn Southern town. As GOP soldiers lolled around, the generals congratulated one another on their 1964 Southern strategy. It was based, someone remarked, on an all-or-nothing concept, and almost achieved one of these objectives.

Club members impersonated many well-known people. For example, a stand-in Dean Birch, retiring Republican chairman, gave advice to his successor, Ray Bliss. A sample verse, set to the tune

of "A Woman is a Sometime Thing":  
"Listen to some words to tame you,  
Fore you start to think you're king:  
Bosses will name you,  
Frame you and blame you,  
For—a chairman is a some-time thing.  
Yes, a chairman is a some-time thing."

## Pair Hunted in Death of L.B. Singer

The body of a 24-year-old woman found in a shallow grave in San Bernardino County Mar. 14, was identified late Saturday as that of a Long Beach nightclub singer.

San Bernardino Sheriff's Homicide Chief Captain Floyd Jones said the woman, Carol Joan McGee, of 1022 St. Louis Ave., had been missing since Jan. 17.

Jones said a Huntington Beach couple, Robert Lee Troup, 33, and his wife, Diane, 30, of 7911 Ronald St., were being sought for questioning in connection with the slaying.

The Troups, Jones said, were caring for the dead woman's 4-month-old baby girl, Nikki, who is also missing.

**Buffet Luncheon**  
Imagine this 11 Hot Prime Rib Sandwich served from the buffet and only **95¢**  
... fresh fishes and immaculate surroundings. Served Tuesdays thru Fridays at The Tenderloin, 4183 Atlantic Ave. Closed Mondays.

## COMPLETE WEATHER

FORECAST	
Long Beach and Vicinity:	Mostly sunny but some variable high clouds.
High:	72
Low:	52
Winds:	Light and variable.
Clouds:	Partly cloudy.
Visibility:	Good.
SUN, MOON AND TIDES	
Sunrise:	5:54 a.m.
Sunset:	6:05 p.m.
Moonrise:	7:44 p.m.
Moonset:	8:34 a.m.
Tides:	High, 3.2 feet at 12:51 a.m. and 47 at 11:40 a.m. Low, 1.3 feet at 5:55 a.m. and 6:17 p.m.
SATURDAY'S WEATHER REPORTS	
CALIFORNIA	
Long Beach	72
Long Beach Airport	72
Los Angeles	68
Aviation	68
Bakersfield	78
Big Bear Lake	72
Bishop	72
Bozeman	72
Central	72
Frederic	72
San Bernardino	72
San Diego	72
San Francisco	72
San Jose	72
Stockton	72
Victorville	72
Across the Nation	
Albuquerque	72
Albany	72
Bismark	72
Boston	72
Butte	72
Chicago	72
Cleveland	72
Denver	72
Des Moines	72
El Paso	72
Fort Worth	72
Honolulu	72
Indianapolis	72
Kansas City	72
Las Vegas	72
Memphis	72
Minneapolis	72
Missouri	72
New York	72
Oklahoma City	72
Omaha	72
Philadelphia	72
Pittsburgh	72
Portland	72
Reno	72
Richmond	72
St. Louis	72
San Antonio	72
Seattle	72
Spokane	72
Washington	72

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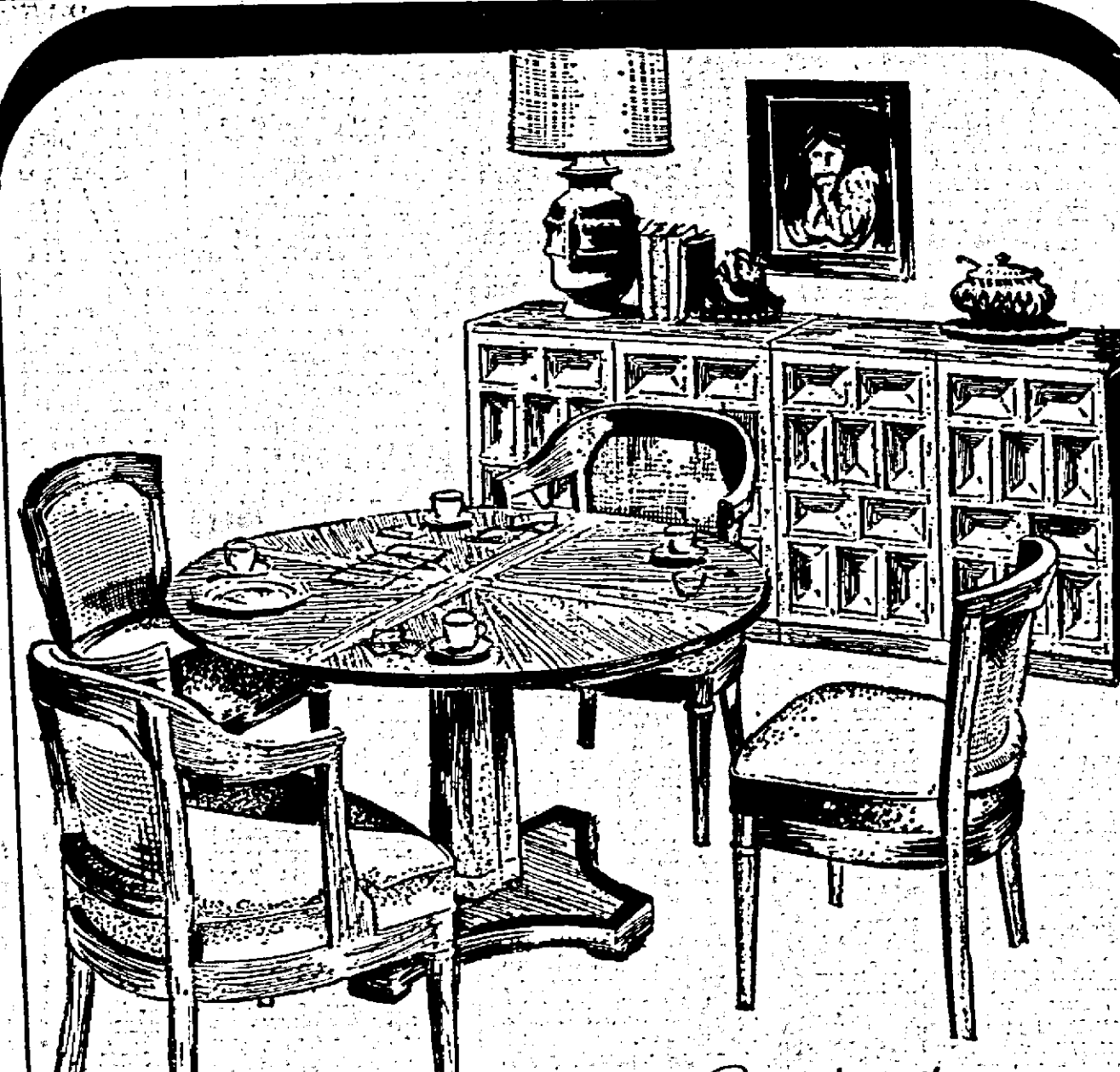
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**BOGLE'S LUGGAGE**  
**AMERICAN TOURISTER LUGGAGE**  
the new luxurious look in luggage  
13 styles for women  
12 styles for men  
20.95 to 56.50\*  
\*plus Fed. Tax  
**Bogle's LUGGAGE GIFTS**  
646 PINE AVE.



**Henredon's Custom Folio Three**

... a totally original collection of distinctive contemporary furniture in perfect harmony with our contemporary way of life. The forms are functional yet decorative as well.

For example, this low dining table is just right for cards, games or casual dining ... in family room or living room. Forty-four inches in diameter, it will, when desired, extend to 84" with two 20" leaves. And the base is thoughtfully fitted with a brass "scuff" plate.

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# L.A.C. Says: If They Only Paid What They Owe Us

The United States will have another six months to convince the rest of the world that the dollar is as good as gold. That is the result of a round of secret meetings held in Paris last month—as reported by U.S. News. If we do not cut down the spending of more dollars abroad than we receive back—there will be a further demand for gold from us for the dollars held by other nations. That is the warning that caused the President to tell U.S. bankers to cut down on expenditures and loans. But apparently it does not apply to what our government does with its foreign aid and other expenditures.

It seems rather ridiculous that we should be faced with a run on our gold supply by nations that owe us far more than all the dollars they now have. If they are concerned over our financial situation, they can quickly save us embarrassment. All they would have to do would be to use these dollars they hold to pay us some of the money they owe us.

Another U.S. News chart shows some of these debts. They total \$20.5 billion of World War I loans we made them. France alone still owes us \$6.5 billion of these old debts—Britain, \$9 billion and Italy \$2 billion. If these debts were paid, we would not have a problem. But, in addition, another \$16.6 billion is owed us for World War II loans.

These total debts are more than all the dollars in foreign countries that are redeemable in gold. France is cashing in some of these dollars—thereby reducing our gold supply. But, France still owes us \$637 million, borrowed during and since World War II. It is about equal to all the dollars for which de Gaulle is threatening to demand gold.

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Fire officials said the fire wall of the liquor store. They which caused extensive damage to the rear portion of the store with a garden hose, and liquor store may have been left the work of the trash-barrel. Chief Radin said the fire firebug, responsible for numerous rekindled and entered the rear portion of the store through an opening in Long Beach.

Patrolman Ken Schack said side. Flames spread quickly the first blaze was discovered through the volatile liquor about 2:20 a.m. by Kenneth stock.

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INFANTS' 4 PIECE  
**SWEATER SETS**  
**1.00** 100% ACRYLIC FIBERS  
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**COMPLETE WEATHER**  
Long Beach and Vicinity: Mostly sunny but some variable high clouds.  
Forecast:  
Mountain Areas: Variable high clouds. Not much temperature change.  
Interior and Desert Regions: Variable high clouds but mostly sunny.  
Highs 67 to 75 in upper valleys, 78 to 85 in lower valleys.  
Offshore Wind and Weather (P): Concession to Mexican Border:  
Light variable winds in morning becoming mostly westerly 10 to 16 knots in afternoon. Variable high clouds but considerable sunshine.  
Patchy fog at night.  
SUN, MOON AND TIDES  
Sunrise: 5:56 a.m.; Sunset: 6:05 p.m.  
Moonrise: 10:44 p.m.; Moonset: 8:50 a.m.  
Tides: Highs, 3 1/2 feet at 12:01 a.m. and 4 1/2 at 11:40 p.m. Lows, 0.3 feet at 5:55 a.m. and 6:55 p.m.  
SATURDAY'S WEATHER REPORTS  
CALIFORNIA  
H L Prc. H L Prc.  
Long Beach 72 53 78 49  
Los Angeles 72 53 78 49  
Alhambra 72 53 78 49  
Bakersfield 72 53 78 49  
San Bernardino 72 53 78 49  
San Diego 72 53 78 49  
San Francisco 72 53 78 49  
Santa Barbara 72 53 78 49  
Ventura 72 53 78 49  
Across the Nation  
H L Prc. H L Prc.  
Albuquerque 52 21 58 11  
Anchorage 41 29 47 11  
Bismark 51 27 57 11  
Boston 51 27 57 11  
Buffalo 51 27 57 11  
Chicago 51 27 57 11  
Cleveland 51 27 57 11  
Dallas 51 27 57 11  
Denver 51 27 57 11  
Des Moines 51 27 57 11  
Detroit 51 27 57 11  
Fort Worth 51 27 57 11  
Houston 51 27 57 11  
Indianapolis 51 27 57 11  
Kansas City 51 27 57 11  
Las Vegas 51 27 57 11  
Memphis 51 27 57 11  
Miami 51 27 57 11  
Milwaukee 51 27 57 11  
Minneapolis 51 27 57 11  
New Orleans 51 27 57 11  
New York 51 27 57 11  
Oklahoma City 51 27 57 11  
Omaha 51 27 57 11  
Philadelphia 51 27 57 11  
Phoenix 51 27 57 11  
Pittsburgh 51 27 57 11  
Portland 51 27 57 11  
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Richmond 51 27 57 11  
St. Louis 51 27 57 11  
Salt Lake City 51 27 57 11  
Seattle 51 27 57 11  
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13 styles for women  
12 styles for men  
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**Low Dining Table** 309  
**Low Side Chair** 95  
**Low Arm Chair** 125  
**Commode** 205

**Davis**  
1975 Long Beach Blvd. 591-1347 Decorator Service Terms



# Lemon Crop May Rot on Trees - Whose Fault?

By BILL DUNCAN

Only 21% of the \$40-million lemon crop in Ventura County — that county's economic mainstay — has been picked, and horticultural experts gloomily predict the crop will become overripe and will rot before it can be harvested. That means higher prices for the housewife when she buys lemons.

A farm-labor shortage is causing the disaster, Cliff Schlegel, Southern California manager of the Council of Growers asserts.

If there is a labor shortage it is because of a deliberate attempt on the part of some ranchers to sabotage a state-federal domestic labor-recruitment program, W. J. Bassett, Los Angeles County Labor Federation chief, charges.

**STRANGELY**, government officials—both state and federal—lend credence to both claims.

Is there a farm-labor shortage or is the rancher balking at using a domestic labor force?

The two-edged question is what the farm labor crisis in California is all about. The Independent Press-Telegram explored both sides of this explosive controversy, allowing each faction to explain the issue frankly and vociferously.

The farmer is getting a rooking as far as getting the job done," charged Ventura County Supervisor Howard F. Robinson, an insurance executive who masqueraded four

days as a fruit-picker to learn first hand the problems in the groves.

ROBINSON accused some of the domestic labor force of "putting in eight hours rather than working eight hours." He said he found widespread drinking among the workers—even in the groves—and that it was "hard to sleep" in the barracks because "there was drinking during the night."

Robinson reported his findings to Secretary of Labor Willard Wirtz, the man who authorized the domestic labor program and ended the 13-year use of Mexican nationals to harvest fruit and produce in California and elsewhere.

"SPECIAL recruitment programs (for farm workers) have been handicapped by the deliberate attempt on some growers to keep these efforts from succeeding," Wirtz said in defense of the program designed to put unemployed Americans to work on farms.

"Despite a good deal of talk about alleged losses in various California crops, there have been in actual fact no significant losses resulting from labor shortages."

The secretary of labor, who will personally inspect California farms and ranches this week, said he would not accept claims that Americans do not want farm jobs because these claims "get pretty thin when we know the real point is that they (farm laborers) are expected to do work

at a wage which averages less than half what they are paid for other work that is in general easier."

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While the battle continues...

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(Continued from Page A-1)

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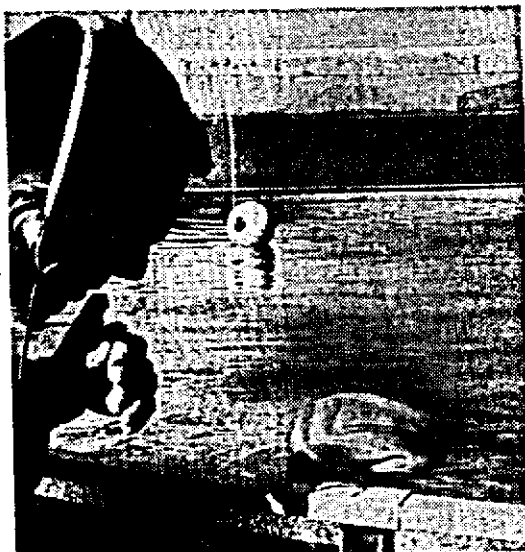
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—Staff Photos by Roger Carr

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They also are studying the porpoise's reputed ability as a shark killer with the idea that some might be trained as oceangoing watchdogs.

With an annual budget of \$100,000, the Pt. Mugu center is a modest operation, manned by 18 sailors and scientists who largely carry on their work outdoors around three permanent and three temporary research tanks.

THE CENTER'S biggest asset is the natural quarter-mile-wide lagoon, home of plentiful sea life including about 200 seals.

The lagoon also provides a laboratory for independent MBF studies of marine fouling organisms including the ubiquitous barnacle.

But it is the playful porpoise who is the center of attention.

"The cetaceans," explained a scientist, "are land animals that returned to the sea and learned to adapt to this alien environment."

"We believe they will play an important role in helping man conquer the oceans."



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SEE PAGE B-8

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# Lemon Crop May Rot on Trees - Whose Fault?

By BILL DUNCAN  
P.T. Staff Writer

Only 21% of the \$40-million lemon crop in Ventura County — that county's economic mainstay — has been picked, and horticultural experts gloomily predict the crop will become overripe and will rot before it can be harvested. That means higher prices for the housewife when she buys lemons.

A farm-labor shortage is causing the disaster, Cliff Schlegel, Southern California manager of the Council of Growers asserts.

If there is a labor shortage, it is because of a deliberate attempt on the part of some ranchers to sabotage a state-federal domestic labor-recruitment program, W. J. Bassett, Los Angeles County Labor Federation chief, charges.

**STRANGELY**, government officials—both state and federal — lend credence to both claims.

Is there a farm-labor shortage or is the rancher balking at using a domestic labor force?

The two-edged question is what the farm labor crisis in California is all about. The Independent, Press-Telegram explored both sides of this explosive controversy, allowing each faction to explain the issue frankly and vociferously.

"The farmer is getting a hooking as far as getting the job done," charged Ventura County Supervisor Howard F. Robinson, an insurance executive who masqueraded four

days as a fruit-picker to learn first hand the problems in the groves.

**ROBINSON** accused some of the domestic labor force of "putting in eight hours rather than working eight hours." He said he found widespread drinking among the workers — even in the groves — and that it was "hard to sleep" in the barracks because "there was drinking during the night."

Robinson reported his findings to Secretary of Labor Willard Wirtz, the man who authored the domestic labor program and ended the 13-year use of Mexican nationals to harvest fruit and produce in California and elsewhere.

"SPECIAL recruitment programs (for farm workers) have been handicapped by the deliberate attempt on some growers to keep these efforts from succeeding," Wirtz said in defense of the program designed to put unemployed Americans to work on farms.

"Despite a good deal of talk about alleged losses in various California crops, there have been in actual fact no significant losses resulting from labor shortages."

The secretary of Labor, who will personally inspect California farms and ranches this week, said he would not accept claims that Americans do not want farm jobs because these claims "get pretty thin when we know the real point is that they (farm laborers) are expected to do work

at a wage which averages less than half what they are paid for other work that is in general easier."

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**SEE PAGE B-8**

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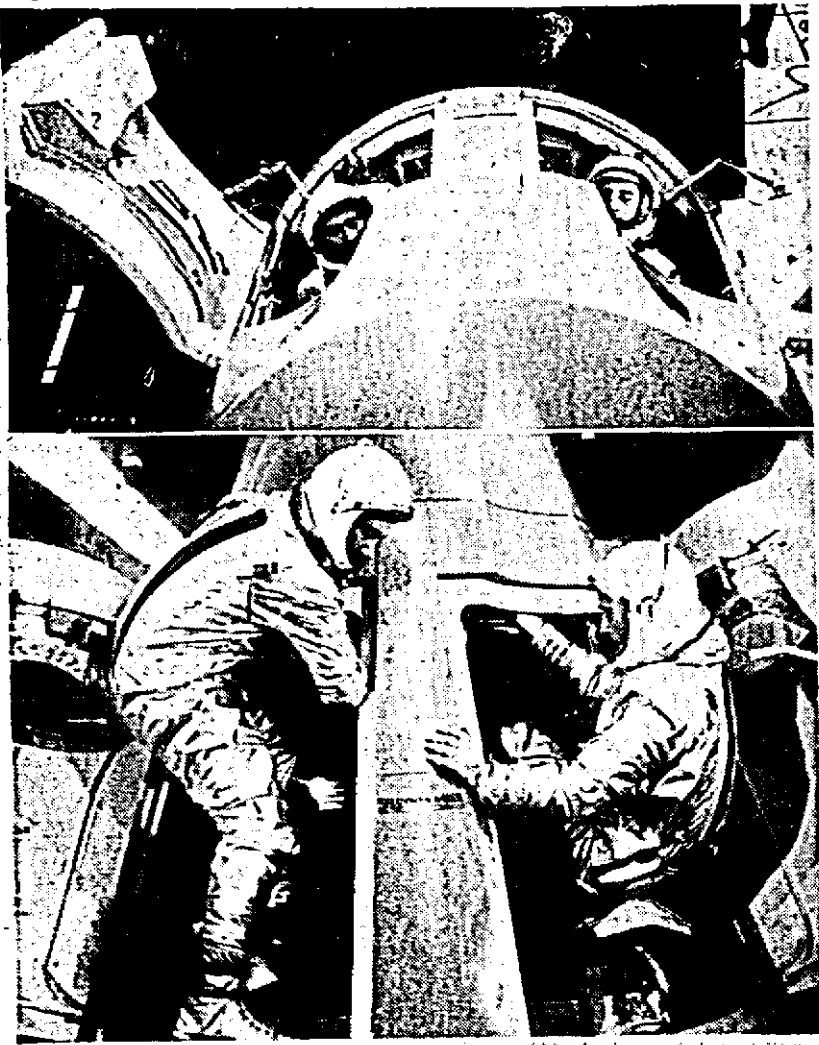












#### TRAINING BEFORE FLIGHT

In the above two pictures, taken at the McDonnell Co. in St. Louis, Mo., U.S. astronauts Virgil I. Grissom and John W. Young become used to the confines of two-man Gemini spacecraft, a training model of the real McCoy.

## Rookie Astronaut Young Set to Test 2 Years of Training

(Continued from Page A-1)

room work, Gus was already busy on Gemini. The spacecraft was pretty well frozen. They knew what systems they wanted in there and how they wanted to operate them. They had already started to cut metal for the early models.

In Houston, we new nine astronauts studied everything from aerodynamics and astronautics to celestial navigation, the geology of the Moon. It was all pretty fascinating, but after three months all of us were itching to try out this new education.

OUR FIRST real taste of Gemini came in two weeks of solid briefings. Then we had a week on the breadboards. These are flat mockups that show exactly how each system functions—slot A into Tab B kind of stuff.

It was fun, but not child's play. It's the best way to learn the design philosophy of a spacecraft. You can ask questions of the guy who designed it: Why did you do this instead of that? You learn where the possible problem areas are, to keep your eye on later.

In the next few months they really began to crank up our training. We started to get a feel for space flight. Not long after Gus and some of the others tested out Gemini equipment on the centrifuge, we took our turns on the big wheel. We sat individually in shirtsleeves in a Gemini cockpit and ran through

the G-forces of launch, launch abort and reentry.

IT SEEMED LIKE a real solid duplication of what goes on in a spacecraft from a G-force standpoint. The nominal runs—those we'll soon experience if nothing goes wrong—are a piece of cake. Real high G-forces, say 15Gs, much higher than we expect in Gemini will cause you to gray out. It's a function of the angle between your heart and your eyeball. Blood from your heart can only pump up against so much downward pull of gravity. Your eyes are starved of blood. And even though you're fully conscious you won't see the instrument panel so you sit there cussing up a storm.

I blacked out completely on one occasion, but only because the back angle was really bad. If the seat doesn't fit you right, you'll wind up with a crooked backbone. The centrifuge was fun. I enjoyed it because I felt part of the business. We were finally getting in to see what the big boys were doing.

IT WAS GOOD to talk things over with the guys who have flown. If you can get an insight into what they've experienced, you make a heckuva lot better engineering contribution to the program. Because the pressure suit is one of my jobs, I talked with Gus, for example, about the problems he had with his suit in the water—not much

though because Gus doesn't talk much. In Gemini we've added a couple of life vests on the suit; once the suit is inflated you can stay afloat forever.

Wally Schirra and Gordon Cooper are the ones who gave me the insight into the problems of food, another one of my areas of responsibilities.

The main problem in foods is not the taste—psychology to the contrary—but packaging. Gordon was the first to try the freeze-dried Gemini food on a flight, and he had troubles reconstituting it. When he squirted water in, it just hung there weightless in zero gravity.

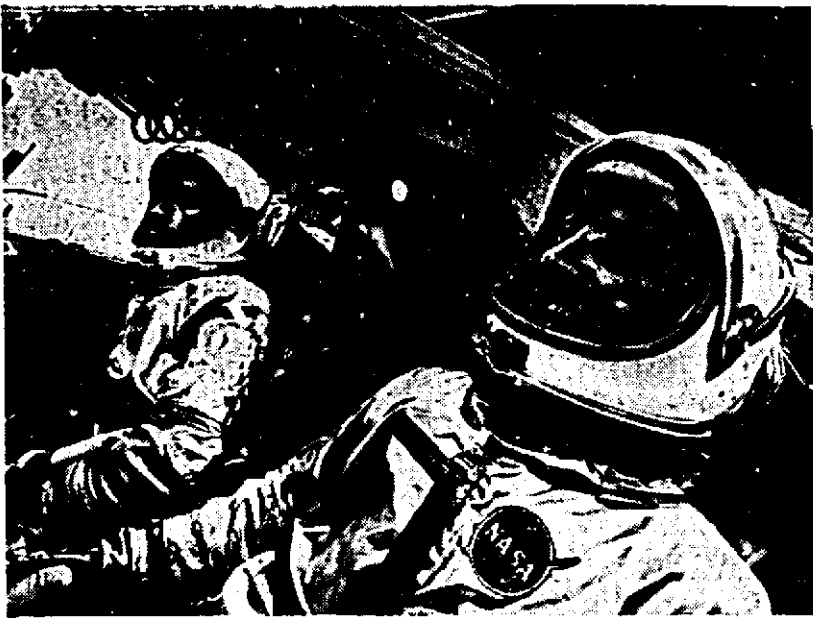
You don't want cookies to crumble—as Scott Carpenter's did. Nor do you want loose water floating around the cockpit, shorting out electrical gear. The last packages we designed to prevent leakage leaked when we tested them in a zero G airplane maneuver.

ONE TROUBLE with the space business is the tendency to think complex. We have to keep reminding ourselves and the engineers to think simple. When you wire a machine there's a right way and a wrong way. It takes the same amount of time and money, either way. There's always the danger of wanting to solve a simple problem with four actuators when maybe a safety pin will do the job.

These machines don't always operate the way the handbooks say they ought to. So, in the spacecraft, we learned every nut and bolt in every system. The design philosophy won't mean much when something goes wrong. I'm no pessimist, but I'd almost be disappointed if everything on our mission works just the way it is supposed to. Troubleshooting is what they pay us for.

From what I've experienced Gemini is a real solid flying machine. I can't think of a better guy than Gus to go with. I'm not worried about getting along with him, any more than Orville Wright was when he worked with Wilbur. He concentrates on what he does in a real professional manner and doesn't worry about a lot of foolishness.

It will be a great satisfaction for me to get back from this mission. It's awful tough if you haven't done it yourself. You're not really an astronaut until you fly in space.



#### YOUNG MEN OF GEMINI

Major Virgil I. Grissom, foreground, is shown in the Gemini spacecraft which he and co-pilot Lt. Cmdr. John W. Young will fly in three orbits around the earth. This particular view is pretty much as they might appear from outer space during the actual flight.

## Grissom Calls Gemini 'a Throwback to Planes'

(Continued from Page A-1)

to plug the gap between the final Mercury flight and the first Apollo. And we needed it fairly soon to do our lunar program any good. Experience in space rendezvous, docking and long duration missions is crucial in going to the moon. So one of the Manned Spacecraft Center engineers came up with the simple idea of just increasing the size of the Mercury capsule.

FROM A PILOT'S standpoint the concept, as it evolved, looked good. In some ways Gemini is a throwback to airplanes. For the first time we can fire thrusters and change the orbit of the spacecraft. This will be necessary for rendezvous and docking. A man, not a machine, is the boss. As astronauts we've always felt that the man ought to be an integral part of the loop—rather than a backup to automatic systems. In Mercury, when the automatic systems failed, we proved man could do the job.

To build Gemini and get it operating soon we had to

depend on a man to operate it. Autopilots and programmers take time and reduce reliability. We're not in favor of everything being strictly manual; what we want to get away from is a computer or sensing device making the decisions.

Take a launch. In Gemini, I as spacecraft commander will decide whether or not to abort if something goes wrong. If the pressure is dropping in the fuel tanks, the booster is losing thrust. A sensor might automatically abort the flight. But by having manual control, I can decide. Is the pressure within allowable limits? Are the other indications OK? Man is a cheap computer really, made by a pretty good manufacturer.

WHAT I AS AN astronaut bring to Gemini is hard to define. In Mercury we applied our operational experience from airplanes. In Gemini I applied everything I learned about Mercury. It's a wealth of a lot of little knowledge. So in Gemini we took a hard look at all our problems from Mercury, corrected a lot and brought on a lot.

## CDC Heads for Fight on LBJ's Viet Policy

(Continued from Page A-1)

tween America and the Soviet Union.

This accommodation, he said, is not the fruit of "charity, soft-heartedness or goodness of soul," but the product of "an elementary interest in self preservation."

Galbraith said America needs this new generation of foreign policy. The first two generations of foreign policy after World War II served for their time but are now obsolete or negative, he said.

OUR FIRST foreign-policy generation was the grand alliance with Britain and the Soviet Union, he said. But those who now, "with the aid of hindsight, urge that FDR should have taken out after Stalin with a gun never explain what the Nazis would have been doing meantime," he added.

The World War II generation was replaced, said Galbraith, by the men of the Truman doctrine, the Marshall Plan and the cold-war mystique, defining the new task to "organize the world against the monolithic power of communism." For several years, he said, the cold-war mystique has been crumbling and this is the nub of our present problem.

Changes included reaction to Stalin's policies in the Soviet Union and among Western Communist parties; the break in solidarity of the Communist bloc, and the evident liberalization of the Communist world. Finally, it became evident that the peace of the world "depends, of all things, on a measure of understanding between the United States and the Soviet Union," Galbraith declared.

"RESPONSIBLE leadership in both countries accepts the logic of the atom. . . . As a result, leaders on both sides are careful not to confront each other in Berlin, the rest of Europe, the Middle East or Cuba in such fashion so

that the other has no alternative but to fight. That would be to destroy both countries."

Galbraith said both sides support the United Nations, not as a final solution "but as a shock absorber and an alternative to what otherwise would be a bilateral monopoly of world affairs by the two great powers."

He suggested a third-generation effort at negotiation against the policy of standing totally immobile on China. It boils down to a two-China position, he said, in which we would maintain Taiwan's integrity but not "accede to their position as being a part of mainland China."

Galbraith would reorganize the U.N. Security Council, abandoning the notion that China has the right to a permanent seat on the council and starting a policy of giving the seat in turn to China, India and Pakistan.

ONCE THE independence and integrity of Taiwan is "tied down," said Galbraith, we should go ahead with recognition and U.N. seating of Red China.

Gemini is a much cleaner vehicle. In Mercury all the equipment was inside the cabin shell itself. As you lay in the couch there was equipment buried all around you, stacked in two or three layers. This meant that if you had a failure in one piece of gear, they would have to take out 15 or 20 items to get to it.

We've actually spent two and three days trying to get one nut on one bolt. The day before my flight we had to change a battery, a heckuva job and people had to work all night. There always seemed to be some sort of panic like that just before a flight. Bush fires we called them.

In the Gemini capsule there's nothing buried and essentially very little equipment in the pressure vehicle itself. It's all on the outside or behind us. If one of the old black boxes goes wrong, you take it out, put in a new one, plug in your connection and you're ready to go.

WHEN I GOT into Gemini the basic design philosophy was pretty well set. However, just about everything in that cockpit I helped with, one way or another. At the McDonnell plant in St. Louis where the spacecraft is built I would sit in their cockpit mockup for hours. All I did was say, No, I don't like it, or yeah, it's OK. Sometimes, if I had a good suggestion I'd go ahead and give it.

DO WE ABORT on launch? Up there do we decide to go one orbit or three? A system fails—what do we do now? These decisions are the responsibility of the commander. If they're wrong, I answer for it, not John.

Just before my Mercury flight, I didn't really know how I would react or whether I could go through with it. If nothing else, one flight gives you confidence in yourself. I don't know about this time; it will be the first time anyone has been through it twice. The anxiety you feel before launch comes from the thought of getting hurt or killed. You feel it every time you get on top of a missile.

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## Regents Apply New Pressures on Kerr

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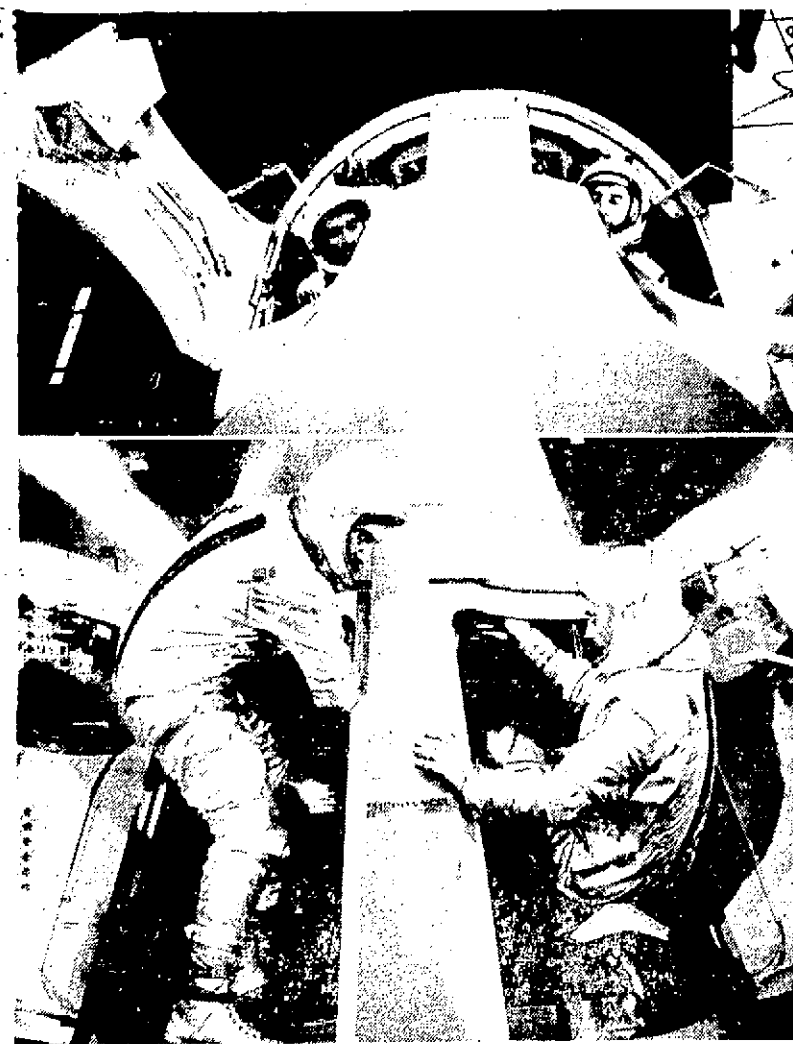
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TRAINING BEFORE FLIGHT

In the above two pictures, taken at the McDonnell Co. in St. Louis, Mo., U.S. astronauts Virgil I. Grissom and John W. Young become used to the confines of two-man Gemini spacecraft, a training model of the real McCoy.

## Rookie Astronaut Young Set to Test 2 Years of Training

(Continued from Page A-1)

room work, Gus was already busy on Gemini. The spacecraft was pretty well frozen. They knew what systems they wanted in there and how they wanted to operate them. They had already started to cut metal for the early models.

In Houston, we new nine astronauts studied everything from aerodynamics and astronautics to celestial navigation, the geology of the Moon. It was all pretty fascinating, but after three months all of us were itching to try out this new education.

OUR FIRST real taste of Gemini came in two weeks of solid briefings. Then we had a week on the breadboards. These are flat mockups that show exactly how each system functions—slot A into Tab B kind of stuff.

It was fun, but not child's play. It's the best way to learn the design philosophy of a spacecraft. You can ask questions of the guy who designed it. Why did you do this instead of that? You learn where the possible problem areas are, to keep your eye on later.

In the next few months they really began to crank up our training. We started to get a feel for space flight. Not long after Gus and some of the others tested out Gemini equipment on the centrifuge, we took our turns on the big wheel. We sat individually in shirtsleeves in a Gemini cockpit and ran through

the G-forces of launch, launch abort and reentry.

IT SEEMED LIKE a real solid duplication of what goes on in a spacecraft from a G-force standpoint. The nominal runs—those we'll soon experience if nothing goes wrong—are a piece of cake. Real high G-forces, say 15Gs, much higher than we expect in Gemini will cause you to gray out. It's a function of the angle between your heart and your eyeball. Blood from your heart can only pump up against so much downward pull of gravity. Your eyes are starved of blood. And even though you're fully conscious you won't see the instrument panel so you sit there cussing up a storm.

I blacked out completely on one occasion, but only because the back angle was really bad. If the seat doesn't fit you right, you'll wind up with a crooked backbone. The centrifuge was fun. I enjoyed it because I felt part of the business. We were finally getting in to see what the big boys were doing.

IT WAS GOOD to talk things over with the guys who have flown. If you can get an insight into what they've experienced, you make a heckuva lot better engineering contribution to the program. Because the pressure suit is one of my jobs, I talked with Gus, for example, about the problems he had with his suit in the water—not much

though because Gus doesn't talk much. In Gemini we've added a couple of life vests on the suit; once the suit is inflated you can stay afloat forever.

Wally Schirra and Gordon Cooper are the ones who gave me the insight into the problems of food, another one of my areas of responsibilities.

The main problem in foods is not the taste—psychology to the contrary—but packaging. Gordon was the first to try the freeze-dried Gemini food on a flight, and he had troubles reconstituting it. When he squirted water in, it just hung there weightless in zero gravity.

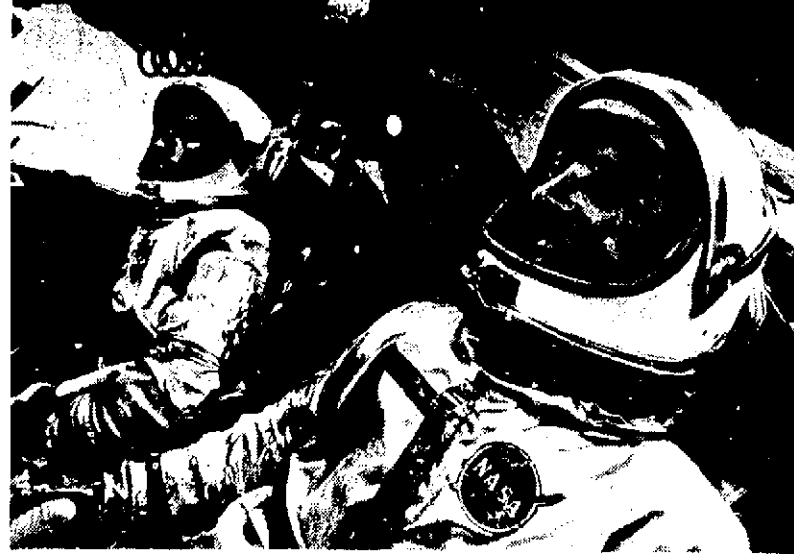
You don't want cookies to crumble—as Scott Carpenter's did. Nor do you want loose water floating around the cockpit, shorting out electrical gear. The last packages we designed to prevent leakage leaked when we tested them in a zero G airplane maneuver.

ONE TROUBLE with the space business is the tendency to think complex. We have to keep reminding ourselves and the engineers to think simple. When you wire a machine there's a right way and a wrong way. It takes the same amount of time and money, either way. There's always the danger of wanting to solve a simple problem with four actuators when maybe a safety pin will do the job.

These machines don't always operate the way the handbooks say they ought to. So, in the spacecraft, we learned every nut and bolt in every system. The design philosophy won't mean much when something goes wrong. I'm no pessimist, but I'd almost be disappointed if everything on our mission works just the way it is supposed to. Troubleshooting is what they pay us for.

From what I've experienced, Gemini is a real solid flying machine. I can't think of a better guy than Gus to go with. I'm not worried about getting along with him, any more than Orville Wright was when he worked with Wilbur. He concentrates on what he does in a real professional manner and doesn't worry about a lot of foolishness.

It will be a great satisfaction for me to get back from this mission. It's awful tough if you haven't done it yourself. You're not really an astronaut until you fly in space.



YOUNG MEN OF GEMINI

Major Virgil I. Grissom, foreground, is shown in the Gemini spacecraft which he and co-pilot Lt. Cmdr. John W. Young will fly in three orbits around the earth. This particular view is pretty much as they might appear from outer space during the actual flight.

## Grissom Calls Gemini 'a Throwback to Planes'

(Continued from Page A-1)

to plug the gap between the final Mercury flight and the first Apollo. And we needed it fairly soon to do our lunar program any good. Experience in space rendezvous, docking and long duration missions is crucial in going to the moon. So one of the Manned Spacecraft Center engineers came up with the simple idea of just increasing the size of the Mercury capsule.

FROM A PILOT'S standpoint the concept, as it evolved, looked good. In some ways Gemini is a throwback to airplanes. For the first time we can fire thrusters and change the orbit of the spacecraft. This will be necessary for rendezvous and docking. A man, not a machine, is the boss. As astronauts we've always felt that the man ought to be an integral part of the loop—rather than a backup to automatic systems. In Mercury, when the automatic systems failed, we proved man could do the job.

To build Gemini and get it operating soon we had to depend on a man to operate it. Autopilots and programmers take time and reduce reliability. We're not in favor of everything being strictly manual; what we want to get away from is a computer or sensing device making the decisions.

Take a launch. In Gemini, I as spacecraft commander will decide whether or not to abort if something goes wrong. If the pressure is dropping in the fuel tanks, the booster is losing thrust. A sensor might automatically abort the flight. But by having manual control, I can decide. Is the pressure within allowable limits? Are the other indications OK? Man is a cheap computer really, made by a pretty good manufacturer.

WHAT I AS AN astronaut bring to Gemini is hard to define. In Mercury we applied our operational experience from airplanes. In Gemini I applied everything I learned about Mercury. It's a wealth of a lot of little knowledge. So in Gemini we took a hard look at all our problems from Mercury, corrected a lot and brought on a lot.

## CDC Heads for Fight on LBJ's Viet Policy

(Continued from Page A-1)

tween America and the Soviet Union.

This accommodation, he said, is not the fruit of "charity, soft-heartedness or goodness of soul," but the product of "an elementary interest in self preservation."

Galbraith said America needs this new generation of foreign policy. The first two generations of foreign policy after World War II served for their time but are now obsolete or negative, he said.

OUR FIRST foreign-policy generation was the grand alliance with Britain and the Soviet Union, he said. But those who now, "with the aid of hindsight, urge that FDR should have taken out after Stalin with a gun never explain what the Nazis would have been doing meantime," he added.

The World War II generation was replaced, said Galbraith, by the men of the Truman doctrine, the Marshall Plan and the cold-war mystique, defining the new task to "organize the world against the monolithic power of communism." For several years, he said, the cold-war mystique has been crumbling and this is the nub of our present problem.

Changes included reaction to Stalin's policies in the Soviet Union and among Western Communist parties; the break in solidarity of the Communist bloc, and the evident liberalization of the Communist world. Finally, it became evident that the peace of the world "depends, of all things, on a measure of understanding between the United States and the Soviet Union," Galbraith declared.

"RESPONSIBLE leadership in both countries accepts the logic of the atom. . . . As a result, leaders on both sides are careful not to confront each other in Berlin, the rest of Europe, the Middle East or Cuba in such fashion so

that the other has no alternative but to fight. That would be to destroy both countries."

Galbraith said both sides support the United Nations, not as a final solution "but as a shock absorber and an alternative to what otherwise would be a bilateral monopoly of world affairs by the two great powers."

He suggested a third-generation effort at negotiation against the policy of standing totally immobile on China. It boils down to a two-China position, he said, in which we would maintain Taiwan's integrity but not "accede to their position as being a part of mainland China."

Galbraith would reorganize the U.N. Security Council, abandoning the notion that China has the right to a permanent seat on the council and starting a policy of giving the seat in turn to China, India and Pakistan.

ONCE THE independence and integrity of Taiwan is "tied down," said Galbraith, we should go ahead with recognition and U.N. seating of Red China.

Gemini is a much cleaner vehicle. In Mercury all the equipment was inside the cabin shell itself. As you lay in the couch there was equipment buried all around you, stacked in two or three layers. This meant that if you had a failure in one piece of gear, they would have to take out 15 or 20 items to get to it.

We've actually spent two and three days trying to get one nut on one bolt. The day before my flight we had to change a battery, a heckuva job and people had to work all night. There always seemed to be some sort of panic like that just before a flight. Bush fires we called them.

In the Gemini capsule there's nothing buried and essentially very little equipment in the pressure vehicle itself. It's all on the outside or behind us. If one of the old black boxes goes wrong, you take it out, put in a new one, plug in your connection and you're ready to go.

WHEN I GOT into Gemini the basic design philosophy was pretty well set. However, just about everything in that cockpit I helped with, one way or another. At the McDonnell plant in St. Louis where the spacecraft is built I would sit in their cockpit mockup for hours. All I did was say, No, I don't like it, or yeah, it's OK. Sometimes, if I had a good suggestion I'd go ahead and give it.

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# Job of Registering at L.B. State Still An All-Day Grind

By ROBERT WILCOX  
I, P-T Education Editor

Signing up for classes at Long Beach State College is just the opposite from joining the Army. Actually, it seems harder to get in than out.

Fifteen thousand students queue up twice a year as if the school were going to run out of learning. In part, it does.

Application forms confuse students doing too many things in too small a space in too short a time.

Not that the college hasn't tried. In the ever-increasing deluge of students, it has crammed the key point—the library—with administrative and faculty personnel.

CLASS sections are added swiftly during registration. Part-time professors are hired overnight. This year, the college allowed 2,300 part-time students to register by mail.

"No student to my knowledge has ever failed to graduate because he couldn't get a class he needed," claims Clarence Bergland, associate dean of admissions.

"The entire registration process can take as little as a single hour," adds Dr. Gene Atkinson, associate dean.

"But it can extend to four or five hours if a student runs into trouble."

"They ask us why we don't just register everybody by mail during the summer like UCLA. Sure it works fine. It just takes unlimited money and unlimited personnel."

ATKINSON doesn't minimize the dilemma. "Registration would have broken down completely this winter if we hadn't had the mail part."

Its back to the wall, the college is considering adding graduate students, seniors and other part-time students to the mail roster, beefing it up to 9,000—about half of the total enrollment. This is fairly easy, providing the students cooperate.

An alternative timetable-wrenching proposal for pre-registration would move up the publishing of class schedules in time for continuing students to sign up in the spring for the following September. Beginning students would register either during the summer or at the regular fall time.

Already the deliberations have had one happy effect. The student newspaper recently exploded its biggest burst of sign-up sympathy for the year. "Registration Nightmares Over?" it headlined cautiously.

**Charge Ex-Nazi Mutilating Young for Profit**

CARACAS, Venezuela (UPI)—A Health Ministry official charged that a German ex-Nazi is mutilating kidnapped children for use by Venezuelan and Colombian racketeers in organized begging rings.

In a talk with newsmen, Quijada did not name the German, but said he served as a male nurse in Hitler's army in World War II.

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## SHASTA-TRINITY DEMOS REJECT BROWN LIBERAL FOR SENATE

# Marler's Victory Stirs Republican Optimism

By JIM MCCAULEY  
I, P-T Sacramento Bureau

SACRAMENTO—The Fred Marler victory formula could be the key to a 1966 GOP sweep in California, Republicans hope.

Marler is the 32-year-old Redding attorney who scored the California political upset of the decade last week. Running as a middle-of-the-road Republican, he captured a Senate seat that had been occupied by Democrats since 1936.

A week or so before election, Redding bars were offering bets 5-to-1 against Marler. The Fifth Senate District was considered Democratic property.

The district—which includes Shasta and Trinity counties in the California north country—has a 2-to-1 registration edge for Democrats.

THE REDDING Record-Searchlight, only daily newspaper in the district, had endorsed Democratic nominee Jack Halpin, hand-picked candidate of Gov. Brown and former chief deputy of the State Finance Department.

Everyone was betting against Marler—except the voters.

Who is Marler?

He is symbolic of a good many modern California Republicans. He has been a repeated loser—due to the partisan political fortunes.

Marler, a native of Auburn in the foothills of the Sierra, began practicing law in Redding north of Sacramento in the mid-1950s. Shortly there-

after, the Democrats dumped him from power.

MARLER never had run for public office, although he was on the board of directors of the California Republican Assembly. He lost his first political battle there—with the CRA going over to state control of conservatives.

Marler's Redding CRA unit area. It took some political slayer with a moderate complexion.

In 1964, Marler backed Rockefeller in the California Fifth Senate District Republican primary. He lost face again.

How did Marler win?

For one thing, he was a consensus candidate. Conservatives rallied to his side after the Brown administration. Sen. George Murphy endorsed him. Sen. Thomas Kuchel agreed to back Marler if he moderate over Halpin's self-

would repudiate John Birch Society support. He did.

"I AM somewhere in between Kuchel and Murphy," explained Marler, saying: "I said Marler."

—The furor over Brown administration fund-juggling in which the administration during the Halpin era transferred funds to projects not authorized by the legislature.

—A carpetbagger issue over Halpin because he jumped into the district to run, even though he already had a top-level job in Sacramento.

—Intensive Republican campaigning that involved the importing of two busloads of precinct workers.

—Northern resentment against Gov. Brown over reapportionment because the governor several years ago endorsed a ballot proposition to add more senators in urban areas.

Marler said, "I tend to get a little conservative on fiscal matters but I take the traditional Republican attitude on civil rights and am appalled at Selma, Ala."

Marler ran a hard-hitting-

image as an unreconstructed liberal. "Traditional Democrats found a great deal more in common with me than they did with a liberal Democrat," said Marler.

—The furor over Brown administration fund-juggling in which the administration during the Halpin era transferred funds to projects not authorized by the legislature.

—A carpetbagger issue over Halpin because he jumped into the district to run, even though he already had a top-level job in Sacramento.

—Intensive Republican campaigning that involved the importing of two busloads of precinct workers.

—Northern resentment against Gov. Brown over reapportionment because the governor several years ago endorsed a ballot proposition to add more senators in urban areas.

Marler said, "I tend to get a little conservative on fiscal matters but I take the traditional Republican attitude on civil rights and am appalled at Selma, Ala."

Marler ran a hard-hitting-

suits thusly: "A defeat for Gov. Brown."

ASBURY, who watched the election closely, also concluded:

"Real reason for the Halpin defeat was the defection of a large number of conservative Democrats."

Marler landed 10,204 votes to 9,501 for Halpin. There are only 10,134 registered Republicans in the two-county area, meaning Marler pulled heavily from the Democratic side.

In contrast, Democratic registration in the two-county district totals 21,300. More than half of the registered Democrats either stayed home or voted for Marler.

## Navy Hospital Sewer Low Bid Is \$32,891

With 15 contractors competing, Byron E. Crume of Santa Fe Springs has submitted a low bid of \$32,891.23 for a sewer line to serve the pro-Navy Naval Hospital on the south side of Carson Street west of Pioneer Boulevard. The city's cost estimate was \$50,000. Under an agreement already negotiated, the city will reimburse the contractor for the cost.

## Woman, 73, Sells Prize Ski Trip

COLDWATER, Ont. (UPI)—Mrs. Grace Worrell was less than elated on winning a supermarket contest prize valued at \$300—an all-expense ski trip for two—but she re-

laxer and Son of South Gate apparently qualified for an \$18,889 award to furnish and deliver a truck-mounted street

Spider Staging Distributing Co., also of South Gate, offered the only bid for supplying window washing equipment for the Public Safety Building. The cost was set at \$11,682.

March 22 through March 26

**"made to order"**

**gift week at**

**May Company**

**Charles of the Ritz**

**beauty bar**

With every Charles of the Ritz purchase, you will receive a three-month supply of their marvelous made-to-order face powder. Visiting beauty experts will give you a personal consultation and a take-home beauty chart designed for your individual skin care.

**Meet this beauty expert**

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Miss Ardis Downy  
March 22 thru March 26

**Basic pink for spring '65**  
flattering both midday or midnight

Basic pink nail enamel 1.00\*  
Basic pink lipstick 2.00\*

Basic green eyelid make-up 2.50\*  
Basic beige eye shadow 2.00\*

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A. Black, Black, yellow, blue or platinum textured leather Cabbie casual with the 60 short heel heel. 13.99

B. Espresso, Pastel green, blue, yellow or rose textured leather, navy or black cast new low-heel Socialite. 14.99

C. Miami Shag, A Red Cross\* shoe in platinum or white textured leather. Perennial favorite for spectator wardrobes. 14.99

\*This product has no connection whatever with the American National Red Cross.

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# 'Orange' Freeway Route Likely, Engineers Say

(Continued from Page A-1)

north of Eighth Street across from the school, but the classroom buildings would be some 500 feet away. Eighth Street and Mira Mar Avenue around the school would remain in service. North of Eighth Street, Mira Mar is assumed closed. A pedestrian crossing is assumed on Termino Avenue.

Woodrow Wilson High School—The freeway passes at an angle south of the school across from the football stadium. This would place the stadium and gymnasium between the freeway and classrooms. The line is just southwest of the intersection of Seventh Street and Ximeno Avenue. The assumed pedestrian crossing at Termino would also serve the school.

St. Bartholomew's School—The freeway is about 150 feet northeast of the school building. To avoid taking any portion of the property, a retaining wall is assumed adjacent to the property.

Colorado Lagoon—A portion of the westerly side of the lagoon would be taken, varying from 25 feet to 85 feet in width. Along this reach viaduct construction is assumed. Minor adjustment to the lagoon "appears feasible to provide beach area equal to that which now exists."

Will Rogers Junior High School—The freeway crosses Nieto Avenue south of Colorado Street and is from one to two blocks from the school. Access from the north is unaltered.

Marine Stadium—A narrow strip of water at the northwest tip of the stadium would be required. It would not affect the motorboat or rowing course.

Kittering Elementary School—All alternates are on a common line in this area, to the north of and adjacent to the school. Buildings and entrances of the school, however, are oriented to interior streets. The fence and trees at the north end of the grounds would fit the assumed right of way.

The orange-green-green dashed line, generally to the north of the orange line, would include these infringements, according to the state summary:

About one-third of the public service yard on San Francisco Avenue, as well as the Boys Club and Long Beach Day Nursery on Chestnut Avenue, would be taken.

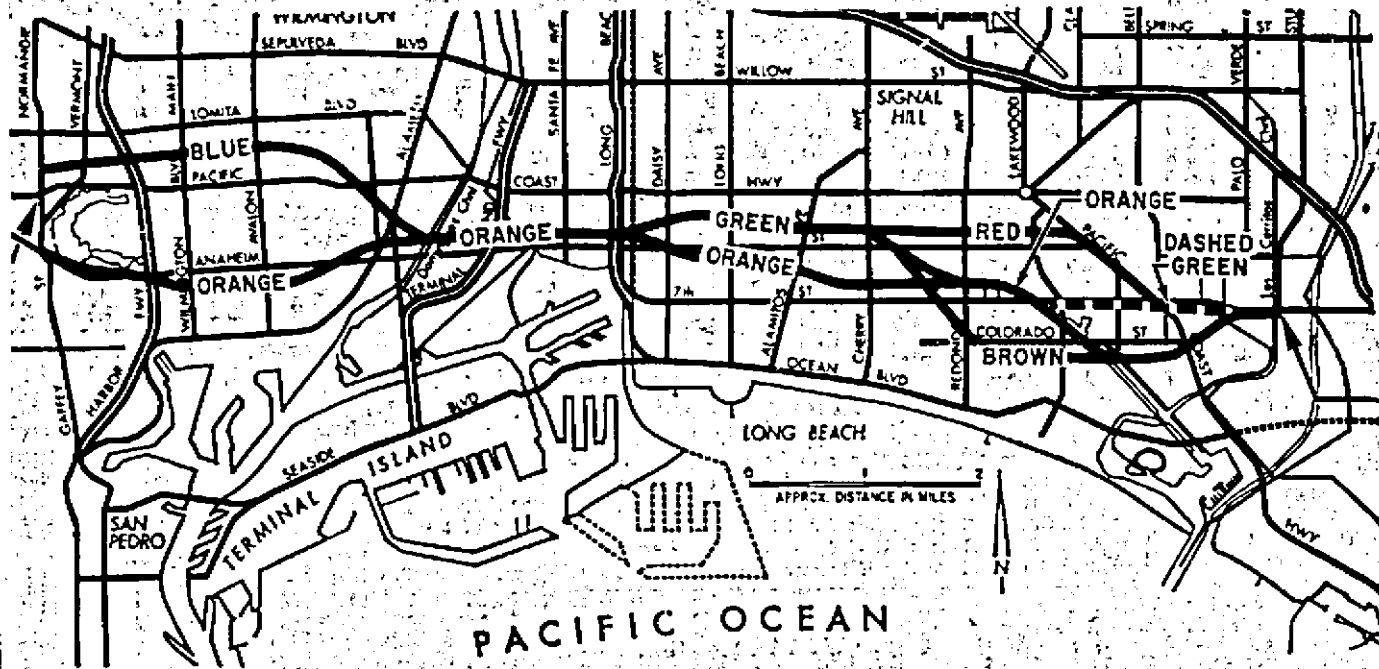
At George Washington Junior High School on 15th Street the freeway is near the playground but at least 500 feet from the classrooms.

At Roosevelt Elementary School and Poly High School the line is just south of the school property.

A 25-FOOT strip on the south side of the California Avenue Recreation Center would be required.

MacArthur Park south of 14th Street is 400 feet from the freeway but separated by existing development.

The fire station complex on Peterson Avenue between



MAP SHOWS MAJOR ALTERNATES PROPOSED FOR PACIFIC COAST FREEWAY ROUTE THROUGH LONG BEACH

14th and 15th Streets would be taken.

A small building adjacent to the First Foursquare Church School would be affected by an assumed frontage road.

THIS ROUTE would be about one-half block north of Rose Park.

Effects on Willard and Jefferson Schools are the same as the orange line. At Wilson High, the freeway is on the south side of Seventh Street, across from the football field. Recreation Park area would be required along both sides of Seventh Street varying from 20 feet to 165 feet. A portion taken from the 18-hole golf course would not affect the playing features. Some modification of the nine-hole course would be necessary.

An orange-green-red alternate, generally still farther to the north in its red portion, would have these effects:

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ROBERT E. LEE Elementary School would be 700 feet from the centerline.

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The orange-brown-orange line includes, in its brown portion, a freeway segment run-

ning southeast from 10th Street near Junipero Avenue.

Freemont Elementary School—The route is about one and one-half blocks to the south.

On the Orange line complete interchanges are indicated for Long Beach Boulevard, Cherry, Redondo and Pacific Coast Highway. Partial interchanges are assumed for Santa Fe, Harbor and Ros-

well avenues, Seventh Street and Margo Avenue.

St. Mathews School—Freeway crosses Seventh Street

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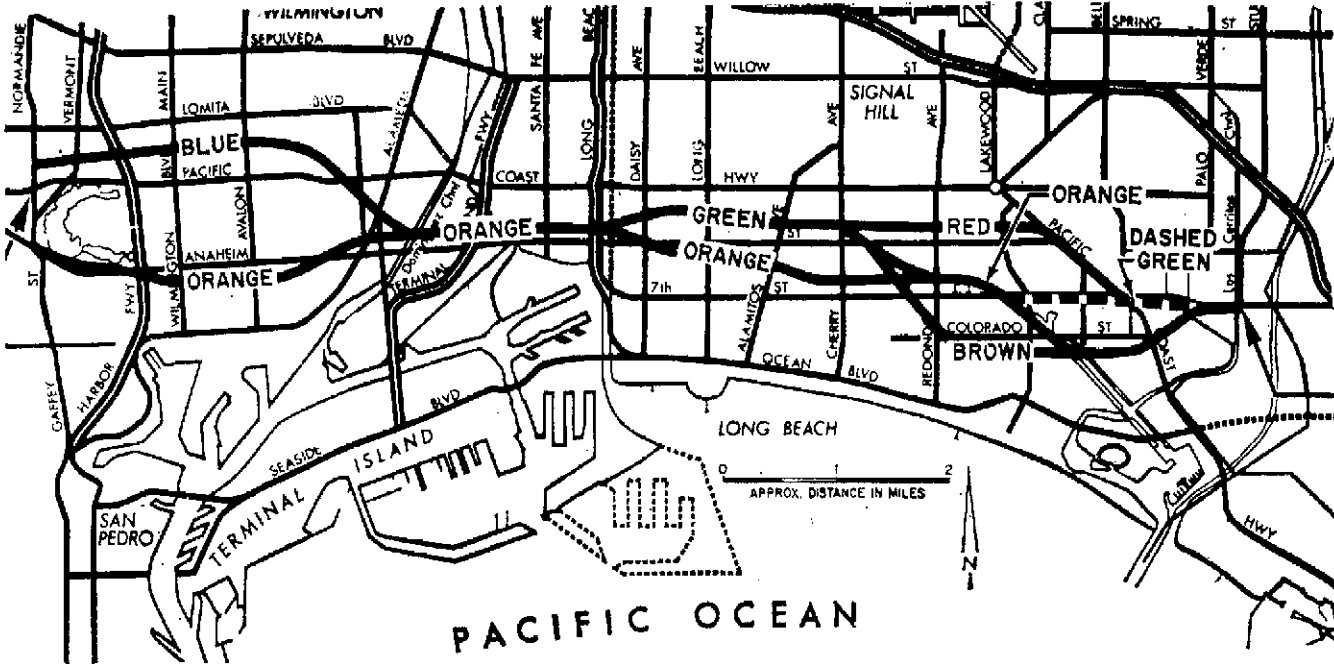
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southeast from 10th Street near Junipero Avenue

to an east-west line beginning at Redondo Avenue and extending between Third and Fourth Streets as far east as Appian Way.

**IT WAS STUDIED** by the engineers to avoid the areas of the Colorado Lagoon and St. Bartholomew's School. Among the facilities the brown line would affect:

**Rose Park**—The freeway passes about one block to the southwest.

**St. Mathews School**—Freeway crosses Seventh Street

## Sick Man Hammers for Week, Gets Help

MESTRE, Italy (UPI)—For a whole week Cornelio Zucchini's neighbors wondered what all the hammering was about. They found out Saturday it wasn't repair work but the desperate attempt of a sick man to get help by beating on his floor with a hammer.

When a neighbor finally investigated, he found Zucchini, 43, lying unconscious on the floor, in grave condition from influenza, a possible stroke and starvation.

## Cities Increase Work Force

WASHINGTON (UPI)—The Commerce Department reported a 7% increase in the number of workers employed by the nation's cities. Last October, the cities had 1,817,000 workers on their payrolls as compared to 1,782,000 in October, 1962.

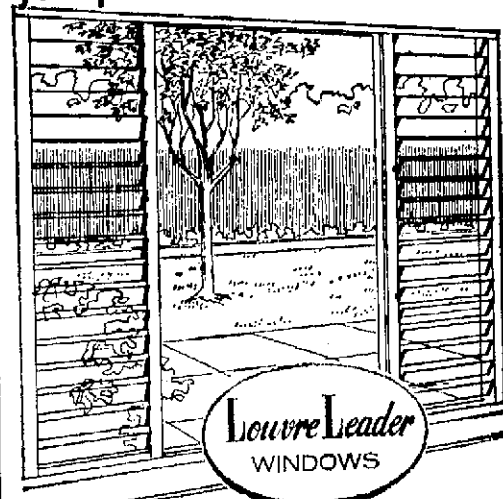
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## WORLD NEWS BRIEFS



### 3 Republicans Named by LBJ

JOHNSON CITY, Tex. (AP) — President Johnson announced Saturday three Republican appointments to federal regulatory agencies, plus selection of four other new government officials.

Reappointed for a five-year term on the Federal Power Commission was Charles R. Ross, 45, of Vermont. He is generally regarded as a "consumer's man." Appointed to an FPC vacancy was Carl E. Bagge, 38, of Chicago, and named to the Civil Aeronautics Board was John G. Adams, 52, a native of Yankton, S.D.

The other appointments: Stanley R. Resor, 47, of New Canaan, Conn., under-secretary of the Army; Sam Zagoria, 46, a native of Summerville, N.J., to be member of the National Labor Relations Board; John L. Sweeney of Michigan, federal co-chairman of the Appalachian Regional Commission, and Howard Woods, editor of the St. Louis Argus, a Negro newspaper, associate director of the U.S. Information Agency.

### Russ Keep Space Pair Secluded

MOSCOW (AP) — The spaceship Voshkod 2 blazed into the earth's atmosphere in a fireball that burned away the outside antennas, then came to a soft landing in deep snow, Tass reported Saturday.

The present whereabouts of Col. Pavel Belyayev and his co-pilot, Lt. Col. Alexei Leonov, remained a mystery. Tass said only that Belyayev and Leonov, who swam outside the spaceship in the 26-hour flight that ended Friday, "are resting amid friends." It added that both felt fine and are under the supervision of doctors, a normal procedure after orbital flight.

One reason for their silence may be that they landed near Perm, 725 miles northeast of Moscow and some 500 miles north of the landing spot of Voshkod 1 last October, indicating they overshot their target. It would take time to get them to a debriefing area.

### Canada in Flap Over Barring Prof

OTTAWA (AP) — Canada should apologize to the state of Minnesota for barring Prof. Mulford Q. Sibley from Canada because of what an immigration official called his questionable views, a member of the House of Commons said Saturday.

Stanley Knowles, New Democratic Party member from Winnipeg, told a reporter he had been told by Prime Minister Lester B. Pearson's office that Pearson has asked for a full investigation of the incident.

Knowles referred to the turning back Friday of Sibley, a political science professor at the University of Minnesota, when he landed at Winnipeg Airport. He went back to Minneapolis on the same plane that brought him.

James Cross, western regional director of the Immigration Department, told a newsman before Sibley landed he might be barred. Cross added that Sibley had once advocated the setting up of on-campus clubs dealing with such controversial subjects as atheism, communism and promotion of free love.

### Nine Homes Burn, 3 Tots Perish

PHILADELPHIA (AP) — A two-alarm fire swept nine homes in West Philadelphia Saturday, killing two sons and a daughter of a Philadelphia policeman.

The dead were identified as Sandra Daw, 5, and her brothers, Eric, 4, and David, 2. Their father, Fred Daw, was on duty at the time.

### U.S. Jet Missing Near Red China

WASHINGTON (AP) — A U.S. Air Force F105 jet fighter is missing on a flight from Okinawa to Formosa parallel to the Red Chinese coast.

The Defense Department announcing this Saturday, said the pilot appeared to have suffered a heart attack or a blackout from oxygen failure.

The pilot was identified as Capt. Marvin L. Montgomery, husband of Mrs. Angeline Montgomery who lives at the air base on Okinawa, and son of Mrs. Evelyn A. Montgomery, Winter Park, Fla.

### Liz Taylor Flies

#### Back to London

LOS ANGELES (AP) — Actress Elizabeth Taylor took a nonstop jet back to London Saturday after an emergency visit here last week to be at the bedside of her father, who had suffered a stroke.

Art dealer Francis Taylor, 65, was reported in good condition Saturday in Cedars of Lebanon Hospital. He suffered a stroke in his home 10 days ago.

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**MATTRESS FACTORY**  
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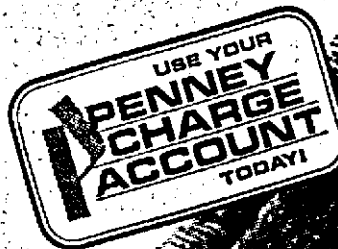
Penney's fabulous rug-a-rama!  
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## WORLD NEWS BRIEFS



### 3 Republicans Named by LBJ

JOHNSON CITY, Tex. (AP) — President Johnson announced Saturday three Republican appointments to federal regulatory agencies, plus selection of four other new government officials.

Reappointed for a five-year term on the Federal Power Commission was Charles R. Ross, 45, of Vermont. He is generally regarded as a "consumer's man." Appointed to an FPC vacancy was Carl E. Bagge, 38, of Chicago, and named to the Civil Aeronautics Board was John G. Adams, 52, a native of Yankton, S.D.

The other appointments: Stanley R. Resor, 47, of New Canaan, Conn., undersecretary of the Army; Sam Zagoria, 46, a native of Summerville, N.J., to be member of the National Labor Relations Board; John L. Sweeney of Michigan, federal co-chairman of the Appalachian Regional Commission, and Howard Woods, editor of the St. Louis Argus, a Negro newspaper, associate director of the U.S. Information Agency.

### Russ Keep Space Pair Secluded

MOSCOW (AP) — The spaceship Voskhod 2 blazed into the earth's atmosphere in a fireball that burned away the outside antennas, then came to a soft landing in deep snow. Tass reported Saturday.

The present whereabouts of Col. Pavel Belyayev and his co-pilot, Lt. Col. Alexei Leonov, remained a mystery. Tass said only that Belyayev and Leonov, who swam outside the spaceship in the 26-hour flight that ended Friday, "are resting amid friends." It added that both felt fine and are under the supervision of doctors, a normal procedure after orbital flight.

One reason for their silence may be that they landed near Perm, 725 miles northeast of Moscow and some 500 miles north of the landing spot of Voskhod 1 last October, indicating they overshot their target. It would take time to get them to a debriefing area.

### Canada in Flap Over Barring Prof

OTTAWA (AP) — Canada should apologize to the state of Minnesota for barring Prof. Mulford Q. Sibley from Canada because of what an immigration official called his questionable views, a member of the House of Commons said Saturday.



Sibley

Stanley Knowles, New Democratic Party member from Winnipeg, told a reporter he had been told by Prime Minister Lester B. Pearson's office that Pearson has asked for a full investigation of the incident.

Knowles referred to the turning back Friday of Sibley, a political science professor at the University of Minnesota, when he landed at Winnipeg Airport. He went back to Minneapolis on the same plane that brought him.

James Cross, western regional director of the Immigration Department, told a spokesman before Sibley landed he might be barred. Cross added that Sibley had once advocated the setting up of on-campus clubs dealing with such controversial subjects as atheism, communism and promotion of free love.

### Nine Homes Burn, 3 Tots Perish

PHILADELPHIA (AP) — A two-alarm fire swept nine homes in West Philadelphia Saturday, killing two sons and a daughter of a Philadelphia policeman.

The dead were identified as Sandra Daw, 5, and her brothers, Eric, 4, and David, 2. Their father, Fred Daw, was on duty at the time.

### U.S. Jet Missing Near Red China

WASHINGTON (AP) — A U.S. Air Force F105 jet fighter is missing on a flight from Okinawa to Formosa parallel to the Red Chinese coast.

The Defense Department announcing this Saturday said the pilot appeared to have suffered a heart attack or a blackout from oxygen failure.

The pilot was identified as Capt. Marvin L. Montgomery, husband of Mrs. Angeline Montgomery who lives at the air base on Okinawa, and son of Mrs. Evelyn A. Montgomery, Winter Park, Fla.

### Liz Taylor Flies

#### Back to London

LOS ANGELES (AP) — Actress Elizabeth Taylor took a nonstop jet back to London Saturday after an emergency visit here last week to be at the bedside of her father, who had suffered a stroke.

Art dealer Francis Taylor, 65, was reported in good condition Saturday in Cedars of Lebanon Hospital. He suffered a stroke in his home 10 days ago.

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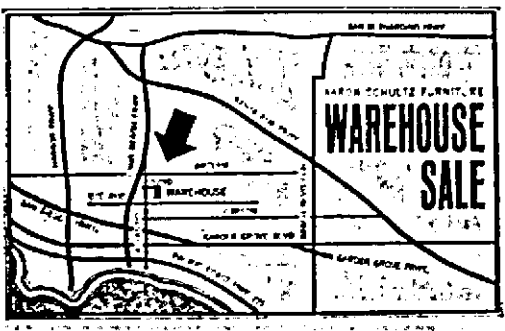


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Alabama officials for "brutal treatment" of demonstrators in Selma. He further ordered Wallace to protect the marchers from violence.

For Martin Luther King, who had led the nine-week drive in Alabama for Negro voting rights, Judge Johnson's ruling was sweet success. His first attempt at the 50-mile highway march from Selma to Montgomery had ended in bloodshed and injury to women and children. State troopers and sheriff's possemen had ridden down the demonstrators March 7, before they could get out of Selma.

THE NEW march was set to begin at noon Sun-

day, with hundreds of Negroes and whites, from Alabama and across the nation, marching to Montgomery to demand the vote for Negroes.

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THE PRESIDENT nominated former Undersecretary of the Treasury Henry H. Fowler, 56-year-old Virginian, to succeed C. Douglas Dillon as treasury secretary. Dillon, a Kennedy cabinet appointee, wants to return to private banking. Fowler was active in the

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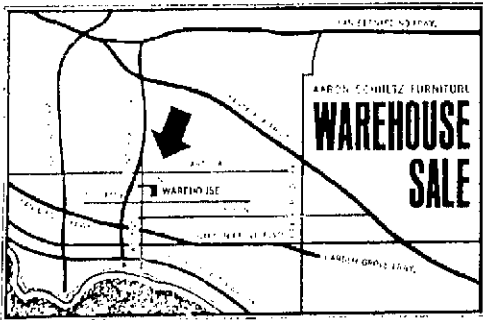
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## Zambia to Curb Foreign Envoys

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# Houses Advise Caution as Slump Hits Market

**By C. J. PARROW**

**NEW YORK (UPI)**—The stock market gave up a promising start the past week and went into a long downward spiral which ended in a loss in the market indicators.

Prices were strong Monday as the market continued the advance which began the previous Thursday, but the trend soured suddenly late in the session and a 0.48 loss was registered in the Dow-Jones Industrial average.

The loss nearly doubled Tuesday and despite a gain of 0.47 in the DJI Wednesday the list was still lower. The biggest drop came Thursday when the indicator shed 2.82. The final session was a narrow affair which ended with a loss of 0.76 in the average.

**THE SUDDEN** switch in trend apparently upset a number of traders and investors and this was reflected by the extremely narrow range over which prices fluctuated on an intra-day basis. At times, price swings were so small a definite trend was barely discernible.

The market's current state also has prompted a number of advisory services and brokerage houses to hoist warning signals advising caution during the present period. Some houses, particularly those emphasizing chart movements, have become concerned over the possibility of a double top formation—chart indication of an impending selloff.

At present there is little on the economic or business news horizon which is expected to spur enthusiasm except the upcoming first quarter earnings reports.

Dow-Jones Industrials lost 4.54 on the week at 895.79. Rails were aided by a handful of modest gains and rose 0.79 to 213.87. Standard & Poor's 500 stock index slipped 0.37 to 86.84.

**VOLUME** tapered off sharply to 26,626,200 shares compared with 27,700,980 shares a week before and 27,206,798 shares in the same week last year.

Of the 1,522 issues traded, 754 declined, 19 to new 1964-65 lows, while 607 advanced, 177 to new highs.

Erie-Lackawanna Railroad was the most active issue, rising 1 to 8 3/4 on 281,000 shares. There have been rumors the road would be included in the merger of the New York Central and Pennsylvania railroads.

American Photocopy took second place in the active list with a loss of 1/4 at 8 3/4 on 273,800 shares. General Motors was third with a gain of 1 at 101 3/4 on 243,000 shares.

Eastern Airlines was also on the active list. It tumbled 4 1/2 as profit-taking swept the airline group. KLM fell 1/2, also in active dealings. Northwest Airlines dropped 3 1/2. Trans World and Delta shed 3 each. American 4 1/2 and Braniff and National 2 3/4 each.

**COLUMBIA** Broadcasting, which has been in a downward trend since the president of its television network was discharged, lost 1 1/2, also in active dealings.

Steels were buoyed early in the week by reports of good progress in the contract negotiations with the steel union, but slipped back below their best levels as traders began appraising the un-

ion's first demands. U.S. Steel was up a point, Bethlehem 3/4 and Republic 1/2. Copperweld was a standout with a gain of 1 1/2.

Autos remained fairly aloof from the general trend through most of the week, but still finished lower. Chrysler dropped 1 1/4 and American Motors and Ford lost 1/2.

DuPont added 1 1/4 and Union Carbide gained a point. Eastman Kodak skidded 2 and Allied Chemical gave up 1 1/2. Shell Oil, whose property in Indonesia was confiscated late in the week, dropped 2 1/2. Standard Oil, which also lost some property in the same country, eased a point.

**RECENT** gains in the electronics were trimmed substantially. Control Data dropped 3 1/2, Texas Instruments 3 1/4, Honeywell 2, Foxboro 2 1/4 and Litton 2. Motorola gave up 1 1/4 and Zenith eased 1 1/4.

Cigarette stocks showed only slight reaction to news that a Canadian researcher had discovered the first clinical link between cancer and cigarette smoking. Reynolds Tobacco was down 1 1/2, American 1 1/4, Liggett & Myers 3/4 and Lorillard 1/2. Philip Morris was unchanged.

Lockheed dropped 2 1/2. The company reported an increase in 1964 profits despite a decline in sales. Boeing declined

# Ship Arrivals, Departures

Arrivals			
Ship	From	Arrival	Agent
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime

# Navy Ships in Port

Ship	From	Arrival	Agent
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
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# Zambia to Curb Foreign Envoys

**LUSAKA, Zambia (AP)**—Foreign diplomats have been ordered to inform the foreign ministry if they want to travel more than 25 miles from the Zambian capital and if they want to see or entertain government ministers.

All embassies are affected, but the main target is believed to be Red China's embassy. That counts even flur-bassy, which has five diplomats lasting only long enough to get to the ground, and second in numbers only to still amounts to less than two British diplomatic representation.

**CORNING** Glass fell 2 1/2. The glass blowers union is on strike. Sunshine Mining moved up 2. Yale Express was down 1/2. Friday, a stockholder filed a suit against the firm, alleging it made fraudulent financial statements.

Chase Manhattan Bank, the first commercial bank traded on the "big board" since 1954, made its debut last week. It opened Tuesday at 69 1/2 and rose to a high of 70 1/2 before settling back to close at 69 1/2. Friday, a big board specialist bought 51,900 shares for his own account.

National Acme jumped 5 1/2 on plans for a 2-for-1 stock split and dividend boost. Reliable stores, whose directors proposed a similar action, tacked on 1/4.

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Albatross	San Francisco	Mar. 21	Maritime
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Vessels Due Today			
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Albatross	San Francisco	Mar. 21	Maritime
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Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
Albatross	San Francisco	Mar. 21	Maritime
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## Monday and Tuesday SPECIALS

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### Wide Assortment! Head Coverings

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Choose sheer nylon scarfs in long or 30-in. squares. Lace mantillas with scalloped edges. White, colors. Low priced! Accessory Dept.

### SAVE 11! Proportioned Skirt Classics

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Proportioned slim line skirts in Dacron® polyester and cotton shirtings. Frost green, black, brown, navy, ivory, pastel aqua or pink. Short 8 to 18; Regular 10 to 18; Tall 12 to 20. \$4.99 A-Line Skirt with leather belt. \$5.99 Three-Pleater Action Skirt. Misses' Dress Dept.

### Exceptional Sears Buy! Watch Bands

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Wide assortment of styles for men and women. In gold filled and stainless steel. Replace your old bands now! Jewelry Dept.

### First Quality Sheer Nylons

Terrific Buy! Monday and Tuesday Only

3.99 prs.

- Seamless mesh with demitise
- Regular 40c Seamed in regular knit
- New Spring shades
- Sizes 8 1/2 to 11

Lingerie Dept.

### SAVE 17! Women's \$2.99 Pixie Casuals

Monday and Tuesday Only

2.85 prs.

Comfortable, soft-stepping pixie casuals underscore all your spring classics. Black, cream, white. Women's sizes. Shoe Dept.

### Men's Work Socks

Regular 3 for \$1.19

85% combed cotton — 15% nylon throughout. Black, brown, grey, white. Sizes 10 to 12 & 13. Men's Furnishings Dept.

3.88 prs.

### Children's \$2.99 Sweaters

SAVE 33%! Monday and Tuesday Only

2

Little girls' and boys' Orlon® acrylic cardigans. Associated styles. Sizes 3 to 6X. Children's Jeans, 2 to 6X. \$1. Infants' Children's Dept.

### \$4.98 Baseball Jackets

SAVE \$1.01! Monday and Tuesday Only

3.97

Cotton poplin shell, cotton flannel lined. Crayonette water repellent finish. 6 team emblems in front. 4 to 14. Boys' Wear Dept.

### Softside Zipper Luggage

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### Women's Bikini Panties

Terrific Buy! Monday and Tuesday Only

2 for \$1

Brief bikini panties in nylon or acetate knits. Choice of assorted colors. Women's sizes. Terrific buy at this price! Lingerie Dept.

### SAVE 33% on \$1.49 Shower Caddy

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For shower head or shower door. Keeps bottles and soap within easy reach in the shower. Chrome-plated. Save at Sears! Department Dept.

### Was 49c Yd. Vinyl Plastic Stix

Reduced 40% 4 yds. \$1

Adhesive back, easy to apply. Discontinued patterns. National Dept.

### \$1.49 Sturdy Plastic Laundry Baskets

SAVE 10% 97c

Open weave sides, solid bottom, carrying handles. Houseware Dept.

### \$16.45 Dual-Purpose Can Openers

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Opens all size cans automatically. With 2 groove knife sharpener. Cord storage compartment. 3 colors. Electrical Dept.

### 4 1/2-inch Long Solid Brass Nozzle

Was \$2.99 99c

Regulates water from stream to spray. Hardware Dept.

### Men's 8 oz. Canvas Gloves

4 pr. \$1

White with black knit wrist. Leather Dressing gloves. \$1.44. Men's Footwear Dept.

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Eden said the Yalta agreement, under which Russia entered the Pacific war against Japan, "was in my judgment, a discreditable byproduct of the conference."

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CHATTANOOGA, Tenn. (AP)

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He said they missed the massive, well-lit clock and other neon lights which normally adorn the power building's roof.

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"Sure hope you'll hurry up because those guys get worlds of entertainment out of watching all the lights on the building and the hands of the clock moving around and

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"I recorded on this point that I poured water (on the suggestion), I hope politely, and the President did not revert to the subject," Eden wrote.

"ROOSEVELT was familiar with the history and geography of Europe. Perhaps his hobby of stamp collecting had helped him to this knowledge but the academic yet sweeping opinions which he built upon it were alarming in their cheerful recklessness."

"He seemed to see himself disposing of the fate of many lands, allied no less than enemy. He did all this with so much grace that it was not easy to dissent. Yet it was too like a conjurer skillfully juggling with balls of dynamite whose nature he failed to understand."

Eden said the Yalta agreement, under which Russia entered the Pacific war against Japan, "was in my judgment, a discreditable byproduct of the conference."

DON'T MISS the fine selection of home values offered to you in "Homes for Sale" in the Classified Section 139.

# THEY JUST LIKE TO WATCH CLOCK

CHATTANOOGA, Tenn. (AP)—Consider this for the rankings of the most unusual complaints received by a public utility: A trusty at Hamilton County Jail, a block from the Chattanooga Electric Power Board office, called, saying he acted for a number of prisoners. He said they missed the massive, well-lit clock and other neon lights which normally adorn the power building's roof. Informed that the clock and lights would be out for a couple of weeks for rewiring, he said: "Sure hope you'll hurry up because those guys get worlds of entertainment out of watching all the lights on the building and the hands of the clock moving around and

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ONCE-A-YEAR  
OPPORTUNITY TO  
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...brings you the world's most advanced features . . . plus the most spectacular color pictures you've ever seen!

- Brilliant Color Tube for vivid pictures half-again as bright as most others.
- Quick Pictures appear in just 12 seconds, four times faster than others—no more annoying waiting.
- Chromatone adds thrilling depth and dimension to color—also replaces drab monochrome pictures with a warm sepia-tone. No more washed-out pictures.
- Automatic Color eliminates critical fine-tuning; pictures appear instantly, perfectly—remain color-true.
- Color Purifier automatically keeps all pictures pure, lets you move your Magnavox without calling a serviceman to re-adjust the picture.



NOW ONLY \$478<sup>50</sup>

The Early American 21—model 2-U506 with: Brilliant Color Tube, Quick Pictures, Chromatone, 6" oval speaker and Tone Control. In warm Maple finish, Annual Sale priced.



SAVE \$50

The French Provincial 21—model 2-U533 with: Brilliant Color Tube, Quick Pictures, Chromatone, two high fidelity speakers plus Tone Control. In Distressed Cherry finish, Annual Sale priced.

NOW ONLY \$498<sup>50</sup>

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**5.06%**

is what you'll earn  
when our

**4.95%**

current annual rate

is compounded  
monthly and  
maintained one year.

Our new high interest rate starts April 1. Savings earn from the day received when they remain until the end of the quarter. They also earn to the date of withdrawal when they are in your account six months or longer, providing your account is open at the end of the quarter. All savings received or postmarked by April 12 earn interest from April 1. Interest paid quarterly. Your savings at Community are insured up to \$10,000 by the F.S.L.I.C.

# COMMUNITY SAVINGS

Assets over \$150,000,000 / Since 1929 / Roger E. Dunn, President

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Main Office/437 E. Compton Blvd., Compton  
Paramount Branch/15559 Paramount Blvd./Long Beach Branch/901 Atlantic Ave.

☐ Please open my account. I enclose a check for \$\_\_\_\_\_

☐ Please send me your brochure, "YOUR MONEY AND COMMUNITY SAVINGS."

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Check type of account: ☐ Individual ☐ Joint ☐ Trust

# Butter's featherlight answerette...



never has so  
little done  
so much

Answerette long-leg pantie looks featherweight, feels like no slightweight ever has before. Inern bads offer firm support for the tummy and give natural shaping to the derriere. Made of sheerest nylon and Lycra® Spandex power net. Made in two span lengths — for average or long torso. White, P-S-M-L-XL. \$11.95

Featherlight Answerette bra . . .  
Contour style \$3.95

© Du Pont's reg. trademark

by Gossard

LAKEWOOD CENTER  
SHOP SUNDAY NOON TIL 5





**TOM FRANDSEN**  
Conducts Class

### Public Relations Course for Military Slated

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ASSOCIATED HEARING AID CENTER  
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ADDRESS \_\_\_\_\_

FREE HOME TRIAL DEMONSTRATION

# Butler's SUNDAY AND MONDAY SPECIALS

EACH ITEM SPECIALLY REDUCED SUNDAY AND MONDAY ONLY

SHOP SUNDAY, NOON 'TIL 5 P.M.



Reg. 5.99  
**STRETCH KNIT CAPRIS**

**4<sup>88</sup>**

Nylon stretch capris, completely washable, side zipper. Step-in styles, now at a special price for Sunday and Monday only. Pastels and darks, size 8 to 18.

Reg. 9.98  
**WOOL and MOHAIR SWEATERS**

**6<sup>88</sup>**

Imported wool and mohair cardigan sweaters in a rainbow of colors. Still the favorite cover up for sporty or nite time occasions. Sizes S, M, L.



Reg. to 3.95  
**MEN'S KNIT SHIRTS**

**1<sup>99</sup>**

Spring and summer favorites in preferred wash 'n wear blends, cottons, synthetics. Sizes S, M, L, XL.



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**MEN'S SPORT SHIRTS**

Fresh new styles to welcome spring. Choose regular, button down ivy collars, jac shirts too! Sizes S, M, L, XL.

**1<sup>99</sup>**

Reg. 17.95  
**STRAPLESS BRA SLIP**  
by Perma Lift

**5<sup>00</sup>**

Discontinued!

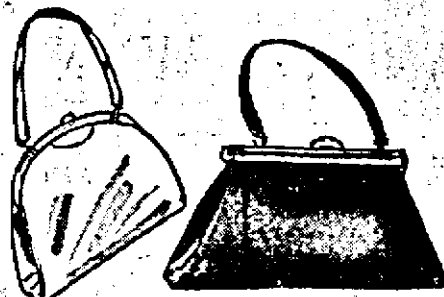
Contour strapless bra slip with back zip, lace front, wide lace hemline. Opaque nylon tricot slip. White and Black. Sizes 32 to 38, A, B, C cups.



Reg. 4.00  
**NYLON TRICOT 1/2 SLIP**

**2<sup>99</sup>**

Beautifully hand embroidered in the Philippines, scalloped and double hem bottoms. Proportioned. Average. White, Black and Beige. Short in white, S, M, L.



Reg. 5.98  
**Better Handbags**

Wonderful selection of styles, colors in patent or grain finish. Slight imperfections you will hardly notice make this savings possible.

**2<sup>99</sup>**

Reg. 5.00 GLYCERINE ROSE WATER HAND LOTION. Comes in an elegant brandy snifter with dispenser.

**4<sup>47</sup>**



Reg. 2.98  
**BOYS' COTTON SLACKS**

**1<sup>99</sup>**

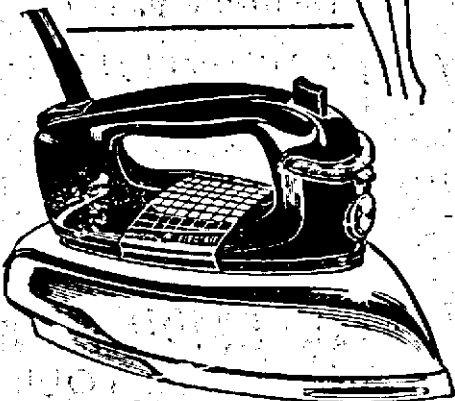
Continental or Ivy styles. Completely machine washable wash 'n wear fabrics. Spring colors in regulars and slims. Sizes 6-18.

### BAR-B-QUE SPECIALS

Reg. 74.95  
**WEBBER KETTLE STYLE**

Full round with lid, controlled draft. #LSK670.

**56<sup>20</sup>**



Reg. 89.95  
**BAR-B-QUE WAGON**

Built in a redwood cabinet, roll down hood, motor and spit, 2 only.

**67<sup>95</sup>**

Reg. 12.88  
**1/4" SUNBEAM ELECTRIC DRILL**

3 amp, 2000 R.P.M., develop up to 1/2 H.P., cool running motor, key geared chuck. Heavy duty chuck.

**9<sup>88</sup>**

Reg. 12.95  
**GENERAL ELECTRIC STEAM and DRY IRON**

Finger tip control, irons all fabrics with never a worry of scorching, marking or sticking. Model FE0.

**8<sup>88</sup>**

Reg. 29.95  
**WESTINGHOUSE AM/FM RADIO**

Table model, 6 tubes, molded back. White. Extra fine tone.

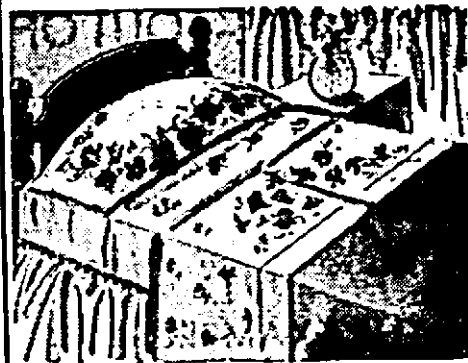
**19<sup>95</sup>**

New Find  
by  
**Panita**

Reg. 7.99  
**TRAVELERS AID SHOES**

**6<sup>88</sup>**

Around the town . . . around the world . . . steps must be taken, and never more comfortably than on these ripple sole slippers. 2 days at this low price.



**Lady Pepperell Percale "FLEUR DE LIS" PRINT**

Reg. 3.99 72x108	<b>2.99</b>
Reg. 4.99 81x108	<b>3.99</b>
Reg. 1.23 42x38 cases	<b>ea. 89c</b>

Fine combed cotton percale, all over print that picks up alternating colors of pastels and vivid tones. 6" piped pastel border, choice of Pink, Blue, Green, Yellow, Black and White.

### BUTLER'S SUPREME QUILT, 1000-coil MATTRESS and BOX SPRING SET

Luxurious Quilted Comfort

An innerspring mattress with the comfort of foam

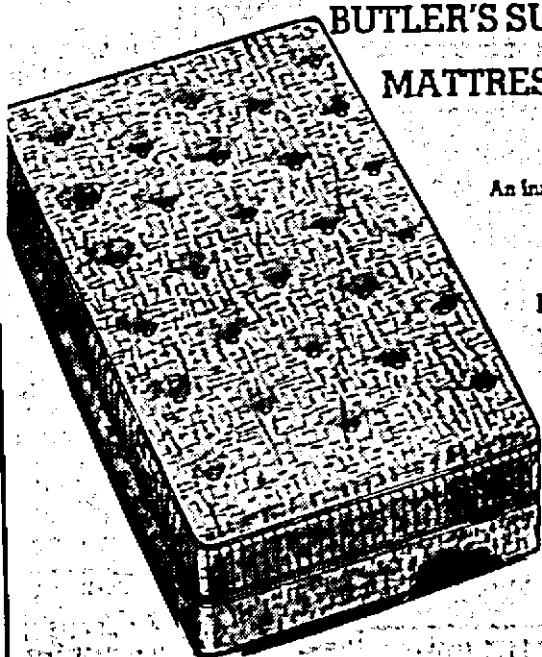
**88<sup>00</sup>**

Reg. 119.95 set

Your Choice of 4 sizes:

Twin	39x74
Twin	39x80
Full	54x74
Full	54x80

You get this fine 1000 coil quilted mattress plus a matching box spring in any of above sizes for one low price. Both pieces covered in a luxurious fabric.



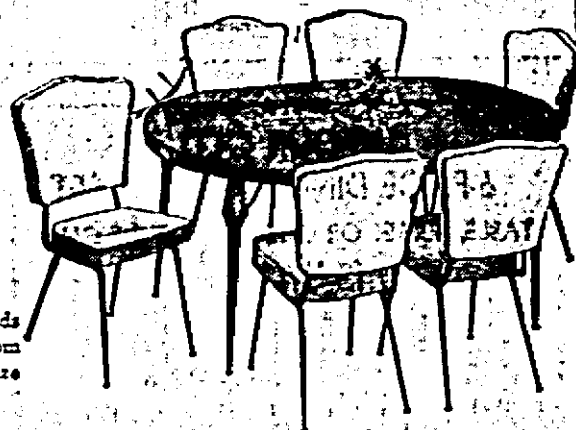
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Handsome Oval Extends to 54" and 66" oval from 42" round game table size with two leaves.

**\$78**

3-pc. Set

Reg. 119.95 7-pc. set \$98



- ★ Perma-Beauty Melamine extension table tops, highly-resistant to heat, stains and marring
- ★ Decorator washable Vinyl Chair Cover
- ★ Everything wipes clean with a damp cloth

**LAKEWOOD CENTER**

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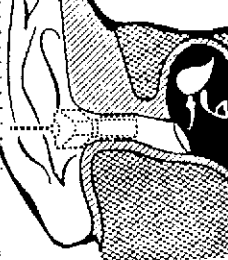
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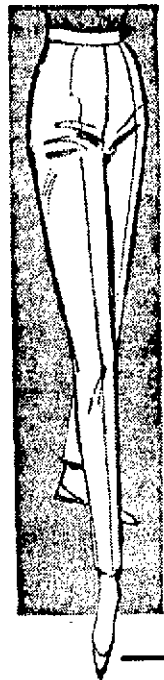
ADDRESS \_\_\_\_\_

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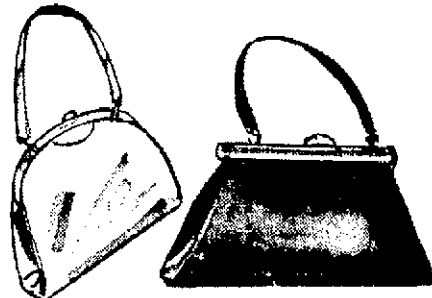
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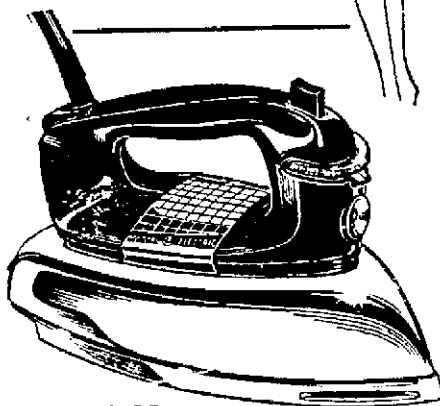
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Full round with lid, controlled draft. #LBK870.

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Built in a redwood cabinet, roll down hood, motor and spit. 2 only.

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3 amp, 2000 R.P.M., develop up to 1/3 H.P. cool running motor, key geared chuck. Heavy duty chuck.

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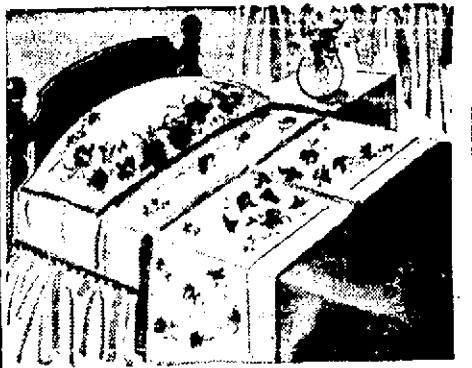
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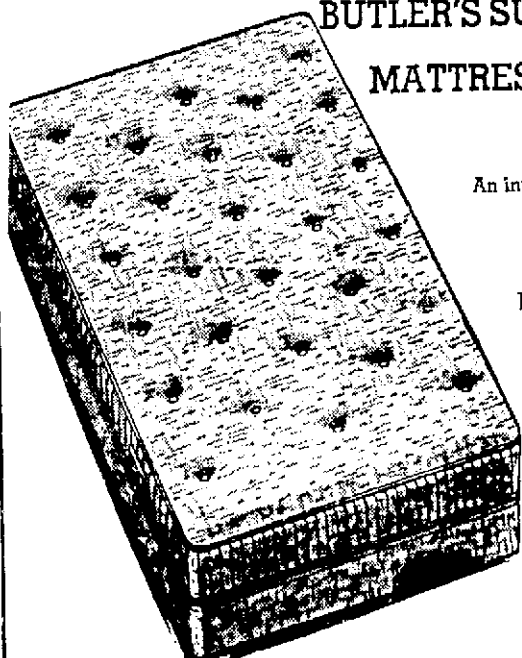
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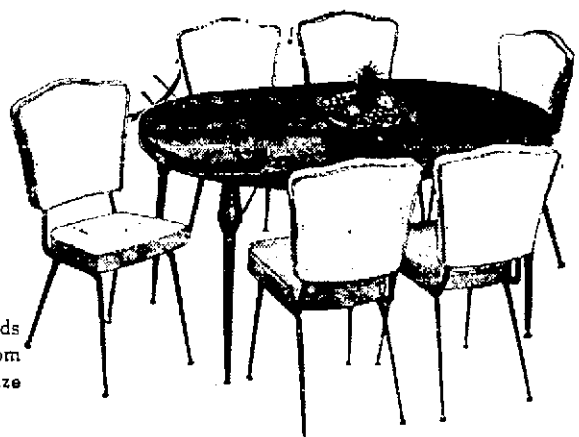
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GA 3-0901

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**SIRIS CENTURY SHOPS**  
1252 Long Beach Blvd.  
Phone 437-3455





#### CALL ON BANDS

Lee R. Rippelue, campaign director for the Long Beach Chapter, March of Dimes, helps Mrs. A. J. Storinsky, chairman of the First Annual Bands of Silver, call on bands to participate.

#### Canada Has Rise in Cigarette Sales

OTTAWA (AP)—An indicated increase in smoking by Canadians is shown in figures issued by the dominion Bureau of Statistics. It said the number of cigarettes for which excise tax stamps were

purchased by makers moving stocks out of warehouses totaled 3,327,750,875 in February—a 13% increase over a year-earlier figure of 2,925,333,840.

## Bands of Silver Spectacular Set

Outstanding bands will perform at a two-hour First Annual Bands of Silver spectacular in Long Beach Veterans Memorial Stadium at 8 p.m. April 24.

The program is for the March of Dimes.

Among units to participate are the Lakewood Pan-American Youth Band, Huntington Park Youth Band, Long Beach Junior Concert Band, James E. Son's Long Beach Junior Concert Band, Monterey Park Girls, Senorita Drum & Bugle Corps, Los Angeles Police Buys Band, Lancers Drum & Bugle Corps of Fontana, Lakewood Ambassadors, Glendale Dragons Drum & Bugle Corps, U.S. Marine Corps Band, Kingsman.

Groups from Mexico to participate include the Hector

A. Migoni Secunderia Esquela, Federal Drum & Bugle Corps, The Femme Gymnastic Team, The Colegio Louis Majia War Banda Drum & Bugle Corps and the Mayan Inca Dancing Group.

Donations for the program are \$1.50, reserved seats; \$1, general adult and 50 cents for children under 12.

Assisting Mrs. A. J. Storinsky, event chairman are Mrs. Lloyd McCormick, Mrs. Eugene Comer, Harry Pressley, Raymond J. Moore and Max Bramble.

#### Bishel Appointed

SAN FRANCISCO (UPI)—Gale E. Bishel, 49, of Mill Valley, has been named chief deputy clerk of the California Supreme Court.

## SEVEN DAYS A WEEK

Dining is Fun at WELCH'S. And the tab is a pleasure, too. Until you try this fine restaurant, you won't believe that such quality and quantity can be had for such low, low prices. Luncheons from \$1.25. Dinners from \$1.50 . . . at WELCH'S, San Antonio Dr. at Atlantic Ave.

## Council's Calendar

City Council agenda items for Tuesday:

Notice from Corps of Engineers of hearing May 18 in Harbor Administration Building regarding harbor improvement plans.  
Petition from Nu-Pike restaurant owners protesting proposed amendment to permit vendors on downtown beach.  
Request from Westside Homeowners Association that Human Relations Commission be investigated to investigate "open housing" problem.  
Notice of hearing at 10:30 a.m. March 22 before council on application for on-entertainment cake permit for 2200 E. Second St.  
City Planning Commission reports on recommendations of right of way in connection with San Diego Freeway; recommending name of Pacific Way for street northwest of Asilum Way in Belmont Shore area; recommending name of Alvaro Street be changed to Colosseum Park Drive.  
Request by city prosecutor and police chief that council protect proposed issuance of on-sale beer licenses to 14 W. Anaheim St., 221 W. Anaheim St. and 22 E. Market St.  
Copy of resolution adopted by Central Basin Water Association expressing appreciation for long years of leadership by Brennan S. Thomas, general manager of Water Department.  
City Planning Commission reports, held

over from previous meeting, on proposed rezoning of Naples Bay front lots and adjacent property; ordinances rezoning certain adjacent lots from R-4 to R-1.  
City manager's report, held over from last week, on progress toward resumption of construction of Pacific Holiday Towers.  
Resolutions authorizing conveyance of old Alamitos Bay Yacht Club site to city; transfer of new Alamitos Bay Club house to city; outlining form of development by other cities of proposed site on longshore commercial gross facility; including quantity and structural plan for emergency; setting forth intention to establish setback lines on north side of 60th Street between John Avenue and point west of Cherry Avenue.  
Ordinances for one-hour parking limit on Fourth Street between Walnut and Juniper Avenue; establishing name of 32nd Way for new street extending west from Santa Fe Avenue; repealing maximum rate that may be charged for telephone service.  
Resolution of intention to improve roads. Residential Street Lighting District. (Hearing date to be set.)  
Contract awards to Solder Staging Distributing Co. for Public Safety Building window-washing equipment; to Dornier Electric Co. for Ramona Park lighting; to Sulliv-Keller Contracting Co. for improving Wardlow Road between Cherry Avenue and Union Pacific right of way.

#### SPECIAL LOT SALE

\$330 FULL PRICE  
CASH, CHECK OR MONEY ORDER  
TODAY — SUN., MAR. 21

Hours of Sale: 9 a.m. to 5 p.m. both days

We are selling a limited number of lots at this special low price this weekend. Lots located in booming Northern California at Clear Lake Highlands. Buy California land today at this low, low price. No ifs, ands or buts. These lots are a real bargain. Don't miss this terrific opportunity. First come, first served.

#### LOCATION OF SALE

1213 N. Highland Ave., Room 106, L.A.  
NORTHERN CALIFORNIA LAND CO. Exclusive Sales Agent

to Byron L. Crane for construction of (throughout city) regarding oil operations.  
U.S. Naval Hospital sewer; to A. J. Davidson & Son, Inc., for furnishing truck-mounted street washer.  
Authorization for members of Department of Oil Properties to attend various meetings and conferences; for Henry E. Jordan of Bureau of Franchises to attend Overbuilding Lines hearing before State Public Utilities Commission in San Francisco; for Win. F. Hanson, Independent Auditorium-Arena Stadium, to attend meeting in Reno, Nev.  
Amendment prohibiting parking on adjacent boulevard intersection.  
Club site regarding municipal parking program in business district.

## AUCTION

by orders of owners

**King Chemical Marble Co.**

(Kitchen and Bathroom Sink Manufacturers)

**Mon., Mar. 22nd, at 10:30 a.m.**

on the premises:

**234 BROAD AVENUE  
WILMINGTON, CALIF.**

Finished Sinks, Spray Booths, Electric Portable 60 RPM Resin Mixer, 15 Male and Female Molds, 32 Overflows, Portable Tables, Hand Trucks, Steel and Wood Benches, Resin and Chemicals, Payne 60,000 BTU Furnace, Office Equip., etc.

M-2 REAL ESTATE, Improved Land: 46 1/2 x 160' to alley. Zone: M-2. Improvements: Stucco Bldg. 28 1/2 x 60', 2 rest rooms, 3 yrs. since remodeled. Terms: 29% Down, balance in Escrow to excellent loan.

**IRVING ADAMS, AUCTIONEERS**

428 No. La Brea, Los Angeles, Calif. 90036 WE 3-8481



1235 LONG BEACH BLVD.

# WANTED!!

## WE WANT YOUR OLD FURNITURE

AT TOP DOLLAR

FINAL WEEK STARTS TODAY—  
SUNDAY 11 A.M.-5 P.M.



1252 LONG BEACH BLVD.

# TRADE IN SALE

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IN THE EXAMPLES BELOW, THE BETTER CONDITION AND NEWER YOUR ITEMS, THE MORE THEY WILL BE WORTH

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AT LEAST **\$75.**

The better condition and newer it is, the more it's worth.  
Sofa or Bed Divan worth at least \$35.00

YOUR OLD  
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YOUR OLD  
6-PIECE DINING ROOM SET  
TABLE, BUFFET OR CHINA, A SET OF CHAIRS  
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Table and 4 chairs worth at least \$25.00



YOUR OLD  
4-PIECE BEDROOM SET  
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Odd pieces will bring proportionate price.

YOUR OLD  
CHAIR OR ROCKER

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COFFEE TABLE  
LAMP  
PICTURE  
IS  
WORTH  
AT  
LEAST  
**\$10.**

The newer and better condition the more they are worth.

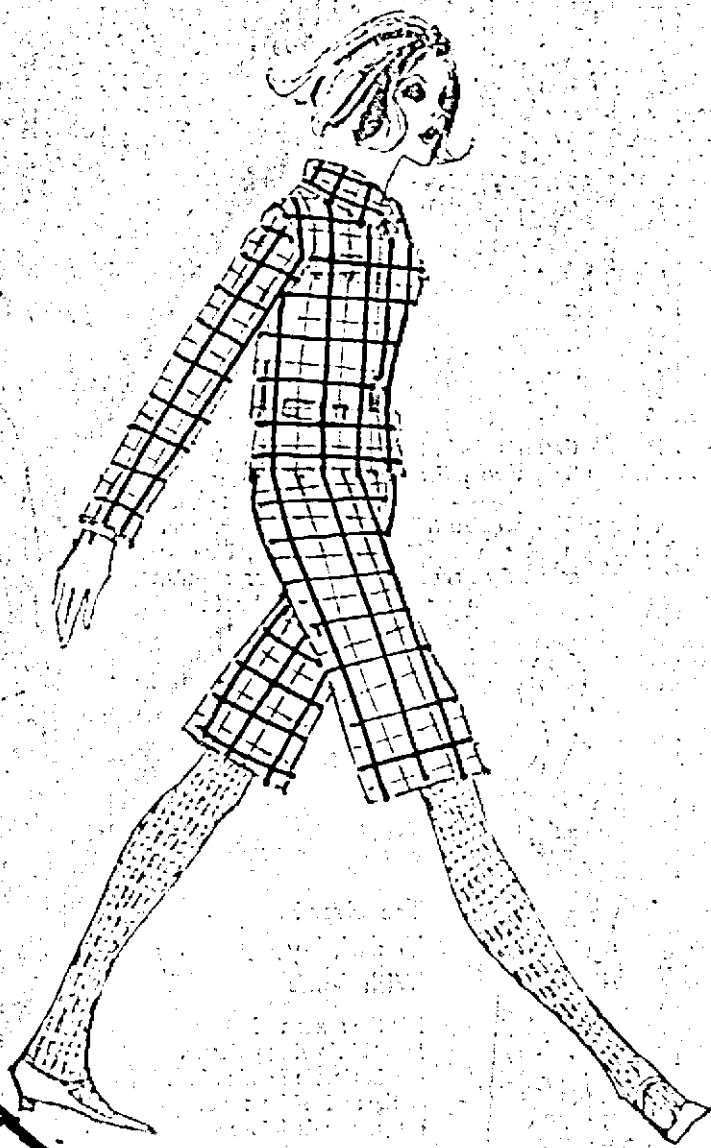
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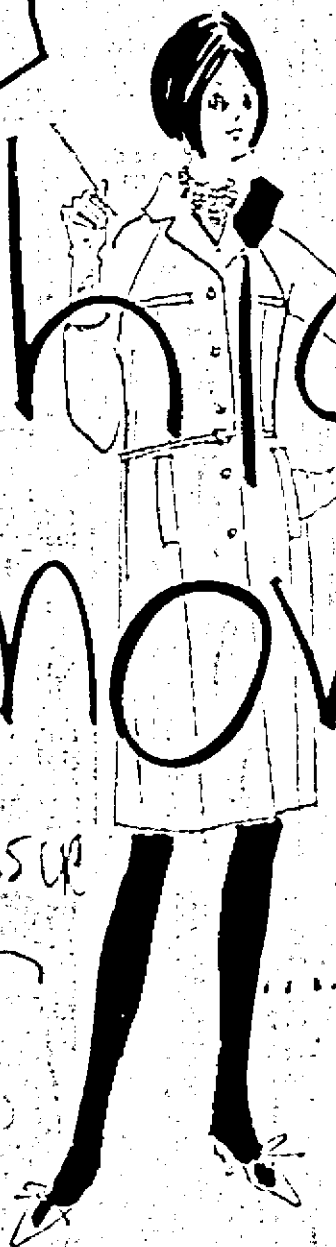


# city fashion on the move

Independent Press U.K.  
**Women**

spring fashion issue  
mary ellis carlton

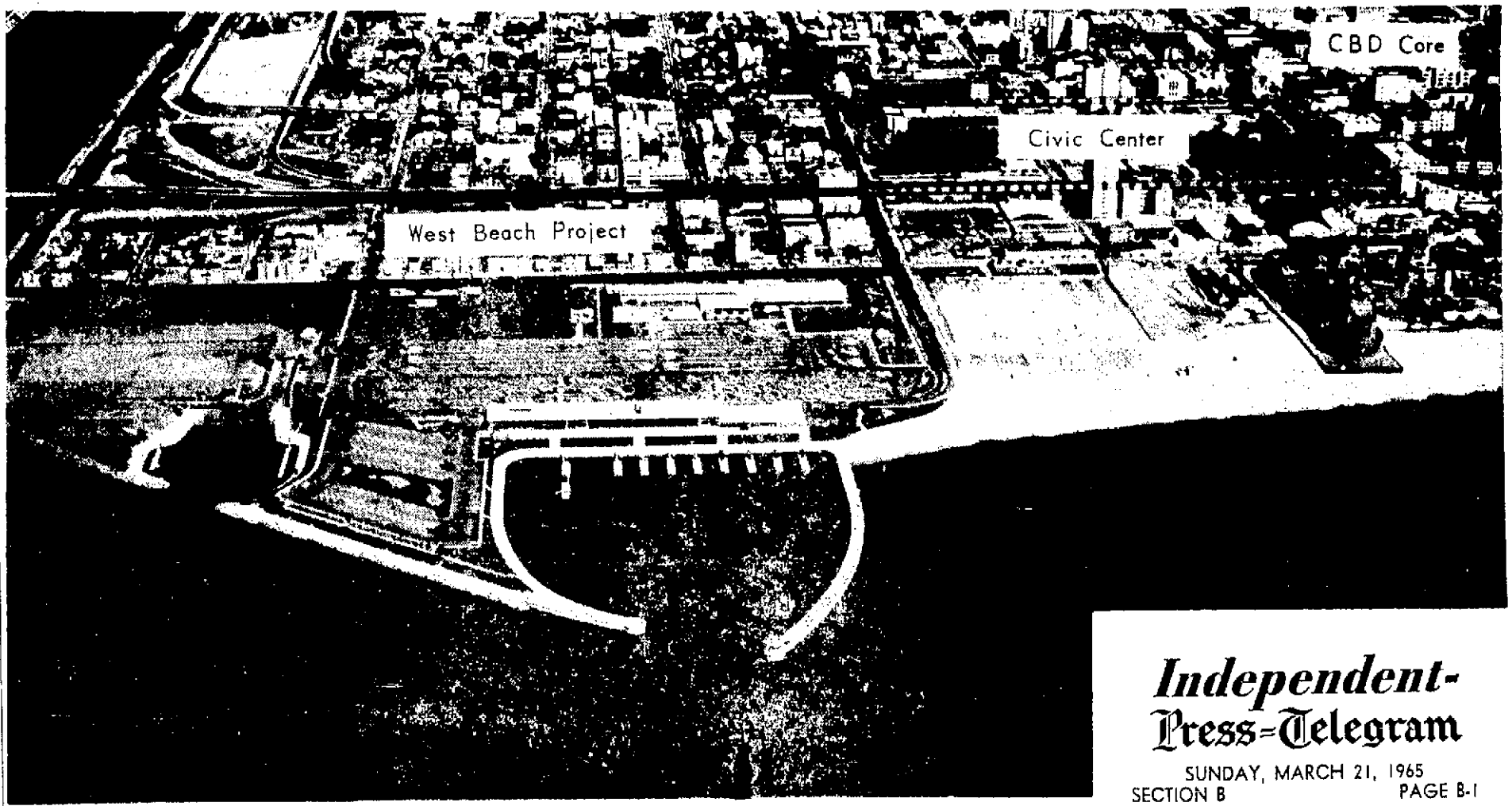
1965  
...fashion editor







# Shoreline Renewal Project Moves Ahead



IT'S A problem everywhere apparently. Observed on a Long Beach street was a car with an Indiana license on the rear, and in front, in the license bracket, a simulated tag which read: INDIANA, LAND OF TAXES.

SPEAKING of taxes (I really hate to mention unpleasant subjects) I note a suggestion from the Long Beach office of the State Franchise Board that we pay our state income taxes by personal check.

A personal check, says Mgr. Maurice Kenworthy, provides the taxpayer with a valid receipt. It also is marked with a coded number that you can throw right in the face of any state snooper who may come along later to question whether you paid your tax.

Writing out a check is simple enough. Getting the dough in the bank to cover the check is another matter, and Bro. Kenworthy leaves that up to us. It's a good idea to be sure it's there.

Incidentally, whenever I pay my state income tax, I say a prayer of thanks for the California sales tax. Our income tax rate is really quite moderate, but if the state didn't have that tremendous income from the sales taxes, it would be a killer.

Despite all the grumbling, there's some basic wisdom in California's tax procedures, and we owe a lot to the people who got the sales tax going in the depression years.

IT WAS a picture, all right, on Friday morning when a flock of the community's prominent citizens came marching out of Memorial Hospital carrying shovels.

They marched over to the site of the prospective addition to Memorial and began digging away at the soil. Thus the ground-breaking ceremonies, usually featuring a few dignitaries, became an audience-participation affair.

There were the inevitable remarks about the politicians who carried shovels and how appropriate it was, and somebody sidled up to me with an old WPA joke about the project where they ran out of shovels and the foreman told the workers just to lean on each other for a while.

We all had our fun and departed, the shovel-wielders glad that bulldozers and not they had to do the real job of excavation. The spot where the light digging was done was well-turfed and didn't break easy.

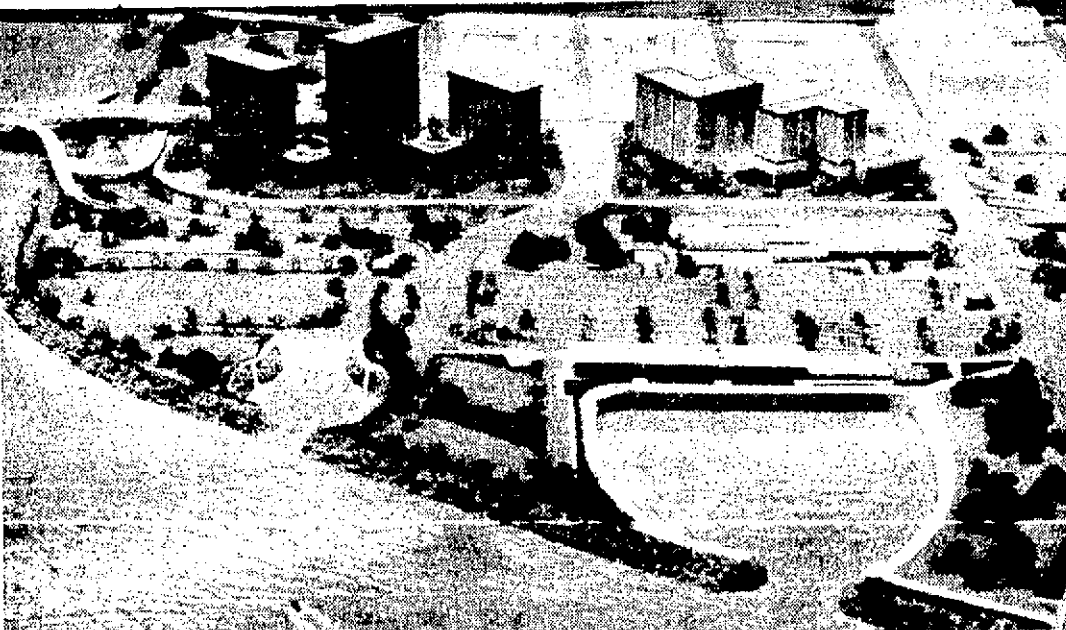
ANSWERING a query: That underground work on E. Seventh St. and Garden Grove Blvd., recently was the telephone company, installing new cables between the company's terminal office on E. Seventh and the Alamitos office out in Orange Co.

The tunnels under the highway were already there and it had been a job pulling the new cables through and hooking them together. During the work, trucks were parked at manholes and driving the street required a sort of slalom operation.

This job is slated to be finished early this week. More work of the kind will be done in Long Beach in April. Steady growth of the area's population and business keeps the phone company hopping so that everybody who wants to can keep talking.

STATE college faculty people are, I'm sure, too refined to use any obscene words such as are making the rounds at Berkeley. But there's a four-letter cuss-word that some may feel appropriate in expressing their sentiments over the foul-up that has deprived the faculty of salary raises. It's tough enough to get a raise, let alone having one taken from you after you've won it.

WEST BEACH PROJECT IN RELATION TO CIVIC CENTER AND CENTRAL BUSINESS DISTRICT



MODEL OF WEST BEACH URBAN RENEWAL PROJECT

**Independent-Press-Telegram**

SUNDAY, MARCH 21, 1965  
SECTION B PAGE B-1

## 40% of West Beach Area Set Up for City Purchase

Urban renewal is traditionally one of the slowest of municipal programs, but Long Beach's West Beach project continued to pick up momentum last week in the signing of options and purchase agreements.

More than 40% of the 21 acres is now committed for immediate sale to the Long Beach Redevelopment Agency, officials reported.

If the agency manages to approximate the schedule it has set, construction of the first high-rise building will be started within five years from the City Council's adoption of a resolution designating the area for redevelopment. That was in September 1962.

THE FIVE-YEAR interval compares with 18 years for the Bunker Hill project in Los Angeles, where first construction is scheduled late this month.

Other cities have spent almost as long on projects that have not yet reached the excavation stage.

There are still some indefinite factors in the West Beach project. But James H. Brubaker, urban renewal director and secretary of the Redevelopment Agency, believes the 1967 building goal can be met if there are no legal complications and if the city goes ahead promptly with its far-reaching downtown shoreline improvement plan.

The latter is already well advanced in property acquisition and in approval of tideland-oil expenditures.

THE SHORELINE transformation is seen by Brubaker as a vital factor in attracting competitive bids from private investors or builders for purchase of the land for high-rise development.

Meanwhile the agency's schedule calls for receipt of proceeds from the \$9,485,000 bond issue, already sold, before the end of this month.

Other items on the timetable: First demolition, May or June, 1965. Complete site clearance, first quarter of 1966.

## Long Beach, L.A. Area Again Leads in Building

WASHINGTON — For the third consecutive year, the Los Angeles-Long Beach metropolitan area headed the nation in residential construction in 1964.

The Department of Commerce reported that 88,304 family units were constructed in the area last year. This represented one out of every 14 units built in the nation.

The Southland area edged out New York in 1962 and has held the lead since. New York was second last year and Washington, D.C., was third.

An increasing trend towards apartment construction in Southern California was shown in the report. Multiple family units were twice the number of single-family homes built in 1964.

This was counter to the nationwide trend, in which apartment construction dropped 2% in 1964 and accounted for 35% of total residential building.

Of the Southland total, 23,612 units were single-family homes, 7,992 were for occupancy by two to four families and 56,700 units were in building for five or more families.



AARON WABASH  
New Planner

### Wabash Gets Planning Post in Long Beach

Aaron Wabash is a newly appointed planning associate in the Long Beach Planning Department. A registered architect and a veteran in public service, Wabash was formerly on the staff of the Los Angeles County Regional Planning Commission and the plans and will award a nursing education department later planning architect for contract in October. The state will also assume responsibility for maintaining the traffic signal system, sharing the cost with the city.

### \$310,000 Traffic Plan Told

A \$310,000 project for improving the traffic flow on 6.5 miles of Lakewood Boulevard is scheduled for next October. State highway engineers have announced.

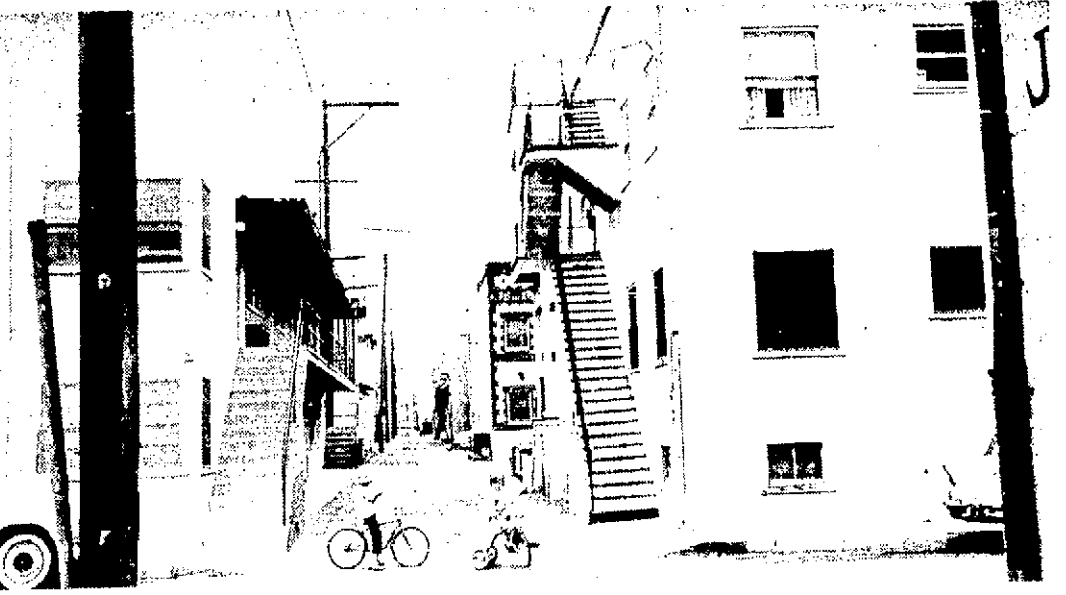
Extending from the Traffic Circle in Long Beach to Alondra Boulevard in Bellflower, the contract will provide for left-turn lanes at intersections where none now exist, better highway lighting and traffic signals with volume-density controls and pedestrian inter-vals.

Long Beach City Council has approved an agreement under which the city will reimburse the state to the extent of \$52,000 for the traffic signal betterments. State funds will pay for the rechanneling and also for a portion of the signal work. State engineers are drawing the plans and will award a nursing education department later planning architect for contract in October. The state will also assume responsibility for maintaining the traffic signal system, sharing the cost with the city.

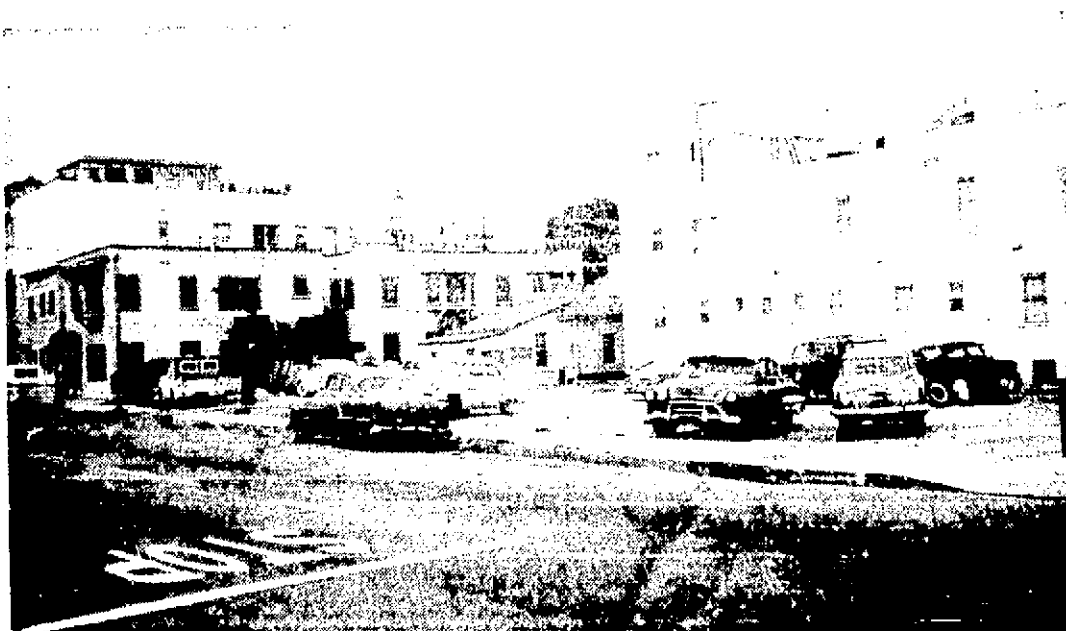
### Course Set in Nursing by LBCC

Applications for admission to the one-year Vocational Nursing curriculum are now being taken at the Business Technology campus of Long Beach City College. Since the 1965-66 school year and another summer session, the LBCC Board's new 48-week course will now begin on June 21 with a six-week summer session, continue through the 1965-66 school year and conclude with another summer session.

According to Martha O. Drage, head of the LBCC nursing education department, "Since our starting date has now been moved up from September to June, all interested persons should apply as soon as possible."



UNSIGHTLY ALLEY IN DISTRICT TO BE UPGRADED



STREET IN AREA TO BE REDEVELOPED



## Spring's Into Action Fashion



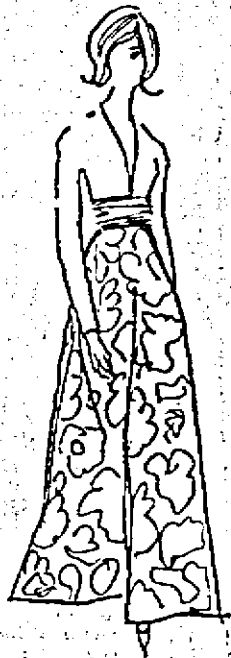
### Swirl of Black Chiffon, Italian-Style

Fresh from the continent . . . Veneziana of Italy floats black chiffon in dreamy dance dress. High cowl neckline is gathered into double-strand rhinestoned midriff . . . a drift of black chiffon floats from bare-shoulder. From "Best of Paris - Best of Italy" collections at May Co., Lakewood Center.



### The Sleek, Longer Jacket

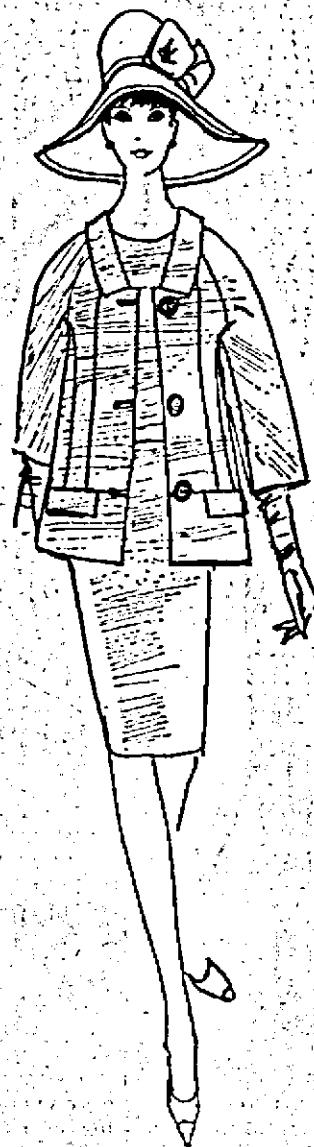
Spring's sleek, limber walking suit (right) . . . here in three pieces. Streak of a skirt is topped by breezy, sleeveless shell under impeccably woman-tailored jacket in wool and silk blend called stardom. Colors: emerald, blue or beige. By Ernest Strauss; at Chrysteen's, 4518 Atlantic Ave., Bixby Knolls.



### The Great Wide Way With Pants

It's the season of languid flowing pajamas — a la Carole Lombard . . . of the nude shimmer of legs under dark lace stockings . . . and mere slips of dresses (extreme upper) for after-five.

## Sets Sites ON BEAUTY



### And Now— See This!

Top viewing—a stylish ensemble in yellow, touched with leopard. Geoffrey Beene linen catches eye with leather thong belt laced through oversized pockets. Topping the style-stopper: a Mr. John hat, banded in leopard print, paired with matching gung-ho leopard neck scarf. At Buffums', Broadway and Pine.

## BEAUTY ON THE MOVE

# Fashions Feminine, Pretty and Witty

By MARYELLIS CARLTON  
L. P. T. Fashion Editor

Like Long Beach, spring fashions are on the move. With go-go flair, they set the pace for beauty—day and night—around town, on city streets and in local night spots.

Architecturally speaking, the look that stacks up best this season is wildly, wonderfully pretty.

The girl who's got it has short, flippy curls, a small visible (repeat visible!) figure. Her skirts flicker into pleats . . . or swirl into action via flounces, ruffles and gores . . . some flip and flare from the hip.

Her pants (not so many

this spring) are feminine and flicker—seemingly—into skirts.

Her suits and dresses are small-shouldered with narrow armholes and sleeves, snug through the ribcage.

OTHER structural on-coming: the shorter shift . . . leggier legs—the longest stretch of sleek brown legs ever . . . languid ruffles, flowing around the edges of two-piece pajamas or a long-sleeved overblouse . . . low-flounced daytime dresses, tunic costumes, shorter formal lengths . . . a rash of polka dots and checks.

The proper footings:

strappy shoes, heeled low (all the better to go) . . . the baby shoe, this spring's spectator, supple in navy and white . . . the lissome little pump, the bracelet pump . . . a zoo-full of reptile (also mock-croc and some wizard-lizard that's more than half calf).

ONE OF THE prettiest ideas anywhere this spring: a touch of fabric near the face. It may be organdy with streamers, puffed around the head like a wayward cloud . . . it may be a kerchief or a scarf, tied a dozen different ways.

The elegant touch: new high-waisted mink jackets—

skins worked in the round, standing softly around the neck, tiny sleeves circling the arms . . . a long stretch of mink in the new straight stole to slink over evening finery.

LEGS ARE on a patterned kick—sometimes diamond, sometimes soft-spoken shapes that are more subtle than definite.

For evening: the nudest black lace stockings ever and the barest black sandals . . . not a jot more than an elastic T-string and a chic little "talon twist" heel.

OVERALL, the '65 feminine form must be firm, trim and without fault. Underpin-

ings prescribed for garments as diaphanous as smoke are mere second skins, meant to cover, not correct.

Except for an occasional burst of immodesty, the favored female fashion prototype this spring will be slightly curvier, very much ruffled, often languid . . . a new-fashioned girl not unlike My Fair Lady's heroine, Eliza Doolittle—after improvement, of course.

Yep, the American woman is feminine again . . . biologically, psychologically . . . in princess lines, pleats, in chiffon, lace and ruffles and wispy black dresses—just the styles that makes any red-blooded male hope she'll drop her handkerchief.

### IN THIS SECTION

For both the city of Long Beach and the world of fashion, this is to be an exciting, on-the-go "Year of Beauty."

The keynote is motion. For the city, it means visions of a new shining tomorrow. In style, it means clothes full of zest; fashions that are vigorous, attractive, modern.

In this section we've attempted to catch this motion: the feel of a city growing, the lithe movement of spring fashion.

Posing for fashion photos in this section (featuring clothes from local stores) were Wilma Hastings' models Darlene Hood, Sylvia Soukup, Pam Finley and Mary Morton.

Curt Johnson, I. P. T. photographer was the man behind the camera. Sketches and cover page art were executed by artist Jackie Wood. The issue was produced by Mary Ellis Carlton, I. P. T. fashion editor.

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EDITORIAL

## Quick Selection of Freeway Route Is Imperative

A REPORT TO THE CITY from the Metropolitan District Highway Engineer (story on Page A-1) once again emphasizes the desirability of choosing a definite route for the Pacific Coast Freeway across Long Beach as soon as possible.

A careful reading and analysis of the report in conjunction with the large volume of data previously released also leads to the conclusion that the Orange route — which goes over the tip of Marine Stadium and generally crosses town between Eighth and Eleventh Streets — has the greatest likelihood of being chosen by the State Highway Commission.

It is to be hoped that the Commission will receive recommendations from the State Highway Engineer on the route in this area in the next month or so. An early choice of route by the Commission could then follow. This would have the effect of lifting a burden of uncertainty which now hangs over the heads of residents along the various study routes.

AS HAS BEEN POINTED out before, it is difficult for residents and businessmen in the area south of Pacific Coast Highway to make plans for the future without knowing which route the freeway will follow. Anything that can be done to solve this will be of great benefit to these persons.

There are several points in the report submitted to the city by Mr. E. T. Telford, the Metropolitan District Engineer, which should clear up questions raised by citizens.

First, Mr. Telford points out that some 24 to 31 streets would go under or over the freeway, depending upon which route is chosen. But he also indicated that this plan could be altered, after consultation and study by the city, to open up additional streets, if desired.

Mr. Telford also pointed out that present plans call for sections of the freeway to be depressed and sections to be on viaducts. This too, he said, would be subject to precise design study by city and state engineers after a specific route is chosen. The indications in Mr. Telford's letter, and in previous public statements he has made, are that the depressed areas probably would be generally in the residential sections of the city while the viaduct portions would be necessary in the vicinity of the recreational area in the east and the downtown business district and Los Angeles Flood Control crossing in the west.

IN ASSESSING the effect of the various routes on schools, parks and public buildings it is apparent that the Orange route does the best job of avoiding these facilities. Some of the others (all except for the Brown-Orange route alternate) would require taking of school, park or church property.

In the critical Colorado Lagoon-Recreation Park area, the Orange route again comes out best. The only dislocation it would cause is the moving of some swimming beach — without cutting down on the amount of beach — in Colorado Lagoon and the bridging of an unused tip of Marine Stadium. In addition, this alignment would skirt the Alamitos Heights residential area at the bottom of the hill on the south and would make the maximum use of the old Pacific Electric right-of-way. Viaduct construction through the Lagoon area would allow parking underneath the freeway for those using the recreational areas.

In contrast the Dash-Green line down Seventh Street would go through Alamitos Heights, cut off parts of both the nine and 18-hole Recreation Park Golf Courses and come closer to Wilson High School.

The Red Route down Pacific Coast Highway would damage businesses and residential areas during construction, would cut through the Alamitos Heights residential area and take part of the 18-hole golf course. Neither of these routes, however, would make the courses unusable.

WE RECOGNIZE THAT EMOTIONS often get involved in discussion of freeways, but there are some hard facts that also should be kept in mind.

This section of freeway through Long Beach is near the middle of a 150-mile long project which is already under construction in other areas. It is on a state master plan voted by the legislature. Obviously the freeway cannot be constructed from both ends toward Long Beach and then quit when it hits our boundaries.

The greatest service we all can perform for our community is to help the proper authorities select the best route possible and with the greatest speed. Delay will cost this community in terms of mental uncertainty as well as financially.

### FAST LIFE

## Political Chickens

By HARRY KARNS

DEAN BURCH predicts that before long a lot of the Great Society's chickens will come home to roost. On the other hand, there won't be many left to come home if Lyndon keeps putting two in every pot.

AS THEIR ANSWER TO LBJ's government-by-hand-out, the Republicans offer an enlightened, substantial, progressive program of social and economic assistance.

THERE WAS A PRO-AMERICAN demonstration in front of one of our embassies abroad the other day, and we presume the State Department has dispatched an apology to the Russians.

THEY SAID Ray Bliss, the incoming Republican chairman would come up with something new, and he has. He proposes to base political criticism on facts.

THE INTERNAL REVENUE SERVICE announces that its new computer system is a success. At least from the viewpoint of the Internal Revenue Service.

## UNDERBRUSH



JIM M'CAULEY

## GOP Victory in State Senate Race Jolts Pat Brown Regime

I, P-T Sacramento Bureau

SACRAMENTO—Loss of an obscure cow-county Senate seat last week has jolted top Democrats in the Brown administration.

Reason: No. 1 issue was Brown administration fund-juggling.

Everything should have been against the Republican contender, Sen.-elect Fred Marler Jr. The GOP hadn't occupied the senate seat in Shasta and Trinity Counties since 1936.

Marler's opponent was hand-picked by Gov. Brown. And the Democrats enjoyed a two to one registration edge.

The Democratic candidate, Jack Halpin, was figured early to win in a breeze. He was a former superior court judge, and had been chief deputy director of the powerful State Finance Department — the administration's top agency.

"The contest strictly was 'for-Brown' versus 'against-Brown,'" according to Assembly GOP Minority Leader Bob Monagan.

In the middle of the campaign, the issue exploded over whether it was proper for the administration's State Finance Department to divert appropriated funds to start new programs not authorized by the legislature.

The state may as well resort to one-man executive rule if the administration violates the principle of following legislative intent, lawmakers charged.

Halpin was in the State Finance Department when the fund-juggling occurred and early in the campaign claimed credit for the unauthorized new programs that resulted. Marler stressed fund-juggling repeatedly.

The results are a stunning repudiation of administration fiscal policies, according to one line of reasoning.

Rough-and-tumble of the campaign has also left some

deep scars that extend all the way to the Sacramento Governor's Mansion.

When upstart Marler started to make inroads against the veteran Halpin in the middle of the campaign, Halpin realized that his close ties with Gov. Brown had become a liability. Halpin began to under-cut Brown to build political popularity.

Halpin did this by making a public political confession regarding the governor's "bare-bones budget," a record spending program that he personally helped prepare.

In district campaign talks, Halpin declared that he helped chop \$5 million out of the budget while he was in the State Finance Department.

And he added that he would like to see another \$100 million in unnecessary and obsolete projects sliced from the \$4 billion budget which he helped prepare.

Halpin thus tore out the props from the governor's own claim that his massive spending proposal is a bare-bones budget.

But even worse, in losing the election Halpin inadvertently raised the question as to whether Gov. Brown personally still is a winning political personality.

DAVID LAWRENCE

## LBJ Using Republicans

WASHINGTON—The leadership of the Republican party in the Senate has certainly misinterpreted the function of a minority party. It has, unfortunately, relieved the Democratic party — the majority party of full responsibility for the unprecedented

piece of legislation on voting rights which President Johnson has recommended for immediate passage by both houses.

The President, on the other hand, was politically smart in shifting much of the burden of drafting the legislation to the Republican party leaders. For he thus diverted attention from the split in his own party, and is able now to claim that the measure has bipartisan support.

But history shows that bipartisan support rarely results in bipartisan credit and that the efforts of a minority party in such instances are never appreciated at the polls. If a piece of legislation is popular, it is the party that put it through Congress which usually gets the votes of approval at election time.

The governor has been bruised and scarred in recent political activity.

The last two major political candidates Brown backed — Controller Alan Cranston and Pierre Salinger were dumped by voters. And now Halpin has been beaten — in a district that hasn't gone Republican since 1936.

Some interpret the election results as a trend toward moderation in California politics.

BROWN increasingly has been identified with the ultra-liberal California Democratic Council in the governor's feud with Assembly Speaker Unruh. The CDC has been out to destroy Unruh, a sharp CDC critic.

And in declaring war on Speaker Unruh as Gov. Brown did in a recent "I'm-the-leader" address, Brown is tangling with the No. 1 exponent of moderation within the Democratic Party.

An air of defeatism hangs over Capitol Democrats. Increasingly, there is a fear that Gov. Brown will lead the party to defeat in 1966.

Never before in the past decade have California Democrats suffered from such a significant change in the political tide.

The minority party in every representative system is supposed to criticize what the majority party proposes and direct attention to weaknesses in the hope that these will be corrected. But the minority leader of the Senate proved on the President's measure, which is, in fact, already being referred to in many quarters as a Republican bill. Yet the measure violates traditional Republican party principles as well as the long-standing position of the Democratic party in defense of states' rights.

There are many defects in the legislation which Mr. Johnson has declared should be pushed through Congress in the shortest possible time. The White House is frowning upon any lengthy debate. Though the bill is a highly technical document and requires thorough consideration in committee hearings and full discussion on the floor of the House and Senate, there is a crusade going on already to make it appear that any such procedure would be nothing more than a delaying "filibuster."

Not since the 1930's — when the late President Franklin D. Roosevelt submitted to Congress his measure to "pack" the Supreme Court in order to be able to

## BOB HOUSER

## Women Voters Unit Queries L.B. School Board Aspirants

I, P-T Political Editor

"VITAL INTEREST" is the common ground of all eight candidates for the Board of Education in the Long Beach Unified School District in stating their reasons for becoming candidates on a questionnaire conducted by the Long Beach League of Women Voters.

The eight are vying for two seats at the election April 2. They are: Marvin R. Allen, of 2808 Charlemagne Ave., an aircraft inspector and substitute teacher in the Bellflower District; Andrew H. Baird, of 6000 Los Arcos St., real estate man; Dale B. Deatherage, 841 Terraine Ave., attorney; M. A. (Bud) Duncan, 1505 Armando Ave., incumbent; Mrs. Elizabeth Hudson, 100 Atlantic Ave., incumbent; John D. Lee, of 1929 Locust Ave., tax reform advocate; Mrs. Marguerette Nicholson, of 6553 Rose Ave., housewife; Wilbur R. (Bill) Richardson, of 3711 Poppy St., teacher in Los Alamitos District.

Copies of the 12-question LWV survey are available for the asking at the local league office, 724 Atlantic Ave.

Meanwhile, here is a summary of some of the questions and answers.

WHAT'S THE MAJOR problem confronting the district? ALLEN: Too much suspension of students for minor infractions, encouraging rather than remedying the dropout problem. BAIRD: A progressive policy to replace incumbents' resting on their laurels. DEATHERAGE: Keeping pace with expanded technology; installing benefits and responsibilities of citizenship. DUNCAN: Keeping costs under strict control for greatest dollar value in quality education. HUDSON: Careful spending. LEE: Broader, more equitable tax base than local property; bureaucrats and anti-democracy elements controlling the board. NICHOLSON: Society's apathy in solving problems; providing answers to P-TA problem. RICHARDSON: Improving curriculum and quality education without property tax hikes.

All challengers favor some evening meetings of the board, except Mrs. Nicholson, who had no comment. Incumbents Duncan and Hudson said there are good arguments both sides, would welcome more discussion.

Federal aid to education? Allen and Lee flatly favor such aid. Deatherage opposes. Richardson has "mixed emotions," but gives generally negative answer. Baird, Duncan, Hudson favor with care to preserve local control. Nicholson suggests find-

ing legal means to keep federal tax dollar at home.

Candidates are almost unanimously against a local tax override. Duncan would refer to voters if one became necessary. Hudson said if override necessary she would suggest election and would vigorously support. Nicholson did not respond.

VIEWS ON SPECIAL programs for culturally less-advantaged, educationally handicapped and vocational programs? ALLEN: Favor, but spend most on average child. BAIRD: Yes. DEATHERAGE: Yes, on funds-available basis; primary concern with educating children, including handicapped; reevaluate other programs. DUNCAN: Favors justifiable programs, with educational opportunity and need the criteria. HUDSON: Favors any justified program. LEE: Would expand the programs within bounds of financial responsibility. NICHOLSON: Past programs generally good; wonders if enough done for retarded. RICHARDSON: Keep them but scrutinize and reevaluate periodically.

Budget areas for cuts or expansions? BAIRD: Cost and duplication reduction now being looked into — proved could have been done years ago. DEATHERAGE: Possible cut in "community service" areas, activities not primarily for pupils; possible expansion in teacher salaries, with high beginning level. DUNCAN: District now ending one phase of broad program of cost reduction — 85 jobs eliminated. HUDSON: Possibility of further cuts, without seriously damaging program, is subject of current two-year survey. LEE: Save by combining board election with general election; eliminate frill and time-killing classes; curtail community services; better use of plant, personnel. NICHOLSON: Consider 12-month school year; more charge for adult evening classes.

WHO SHOULD SELECT school books? General agreement among candidates that responsibility should be shared among teachers, lay committees and school board. Hudson adds, "final decision rest with the Board..." Lee says educators, guided by specialists in major subjects should select.

Role of the professional teacher organization in determining educational policy? General agreement here that there should be a free exchange of ideas and suggestions between Board and such teacher groups. Deatherage adds Board must also consider other segments such as parents and taxpayers. Nicholson adds students should be urged to make constructive suggestions. Richardson says these groups can offer suggestions but final say lies with Board.

## Public Forum

### Letter From the Birmingham Jail

EDITOR:

The letters in the March 16 Public Forum on the subject of civil rights demonstrations are no doubt sincere expressions of the feelings of their authors and deserve consideration. May we answer them with quotations from the letter from Birmingham Jail by the president of the Southern Christian Leadership Conference, whose book "Why We Can't Wait" clarified our thinking on this problem?

"You express a great deal of anxiety over our willingness to break laws. This is

certainly a legitimate concern. Since we so diligently urge people to obey the Supreme Court's decision of 1954 outlawing segregation in the public schools, at first glance it may seem rather paradoxical for us consciously to break laws. One may well ask: 'How can you advocate breaking some laws and obeying others?' The answer lies in the fact that there are two types of laws; just and unjust. I would be the first to advocate obeying just laws. One has not only a legal but a moral responsibility to obey just laws. Conversely, one has a moral responsibility to disobey unjust laws. I would agree with St. Augustine that 'an unjust law is no law at all.' . . .

"An unjust law is a code that a numerical or power majority group compels a minority group to obey but does not make binding on itself. This is difference made legal. By the same token, a just law is a code that a majority compels a minority to follow and that it is willing to follow itself. That is sameness made legal. A law is unjust if it is inflicted on a minority that, as a result of being denied the right to vote, had no part in enacting or devising the law. . . .

"Sometimes a law is just on its face and unjust in its application. There is nothing wrong in having an ordinance which requires a permit for a parade. But such an ordinance becomes unjust when it is used to maintain segregation and to deny citizens the First Amendment privilege of peaceful assembly and protest."

MR. & MRS. JOHN G. DAYTON  
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### Thanks From Student Marchers

On behalf of the Long Beach Area Friends of the Student Non-Violent Coordinating Committee and the hundreds of citizens, Negro and white, who peacefully marched and demonstrated in protest against the brutality and injustice in the Deep South and in memory of the murdered Rev. James Reeb, we wish to thank the Long Beach Independent, Press Telegram for cooperation in interpreting to the community our strong feelings and commitment.

We will continue to lend our efforts to the fight for equality and human rights in a non-violent and peaceful manner.

SAUL STOLZBERG  
Long Beach Area Friends of S.N.C.C. 205 E. Broadway

### Urges Vote for Hudson-Duncan

EDITOR:

About 54% of the county tax dollar goes to the school district. It is clear that the Board of Education elections are very important, although they may not have the glamour and the publicity of a national election.

Since several of the contestants are closely identified with the irresponsible radical right, it behooves all citizens to strongly support the incumbents who have proved themselves to be able, competent, realistic, and supporters of good education. Mrs. Hudson and Mr. Duncan deserve the support of all who desire good education.

SAM PLATT  
5855 La Jardin St.

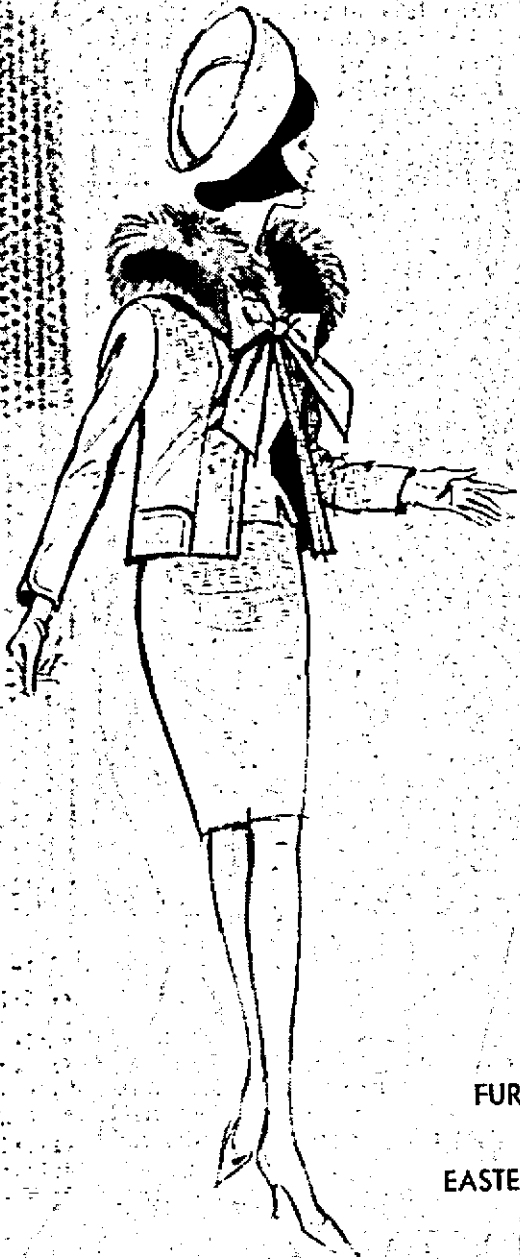
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# Suits that Skim Into All Seasons



**THE SUIT CHECKS IN FOR SPRING** Sparked by double breasted blouse of white ribbed cotton, navy and white silk suit (above) checks into spring fashion lineup with precise double-breasted jacket and easy skirt. By Nat Kaplan, at Schick's, 701 Pine Ave.

**FUR FLURRIES FOR THE EASTER PARADE** French imported mohair and wool boucle, woven into smart three-piece suit (left) with detachable natural Norwegian blue fox collar. The inside story: a sleeve-free blouse of silk shantung completes ensemble. Colors: powder blue and coral. By Lillie Ann; at Columbia, 1st Street and Pacific Avenue.

## NOT EVERYTHING'S 'SWITCHED-ON'

### Timeless Classics Still Very Much 'In'

The neglected other half of the female population—those ladies over 25 who want waistlines in place, skirts to the knees and enough bodice room to take a deep breath—are in luck this spring.

Despite the switched-on mod, Gerreich and ye ye creations that make for exciting pictures and reading in today's haute couture magazines, the fashion industry still is in the business of making modest, wearable, ladylike apparel.

Timeless and classic clothes are still very much

"in"—including neat little suits with floral printed blouses and trim little dresses in silk or wool pastels, also in vivid reds or greens.

**IN THE LANGUAGE** husbands understand best, this means their wives' old wardrobe is not completely obsolete and that some of last year's clothes can look very 1965 when updated with a new accessory or two.

Men are known to whistle at plunging necklines, but

they like to see their own women in the simple linen or silk sheaths with tie or jewel necklines and belts.

**AND ON THEIR WIVES** they want hemlines no shorter than the knees.

Although these are not

the headline-grabbing avant garde fashions inspired by the young individualists, they aren't matronly, either.

Yet they're like to women forgetting their birthdays. Dolman sleeves hide underarm flabbiness. Neat pleats in many skirts minimize hip-piness. Fake turtle necks and cowl necklines conceal the rings of time.

Not only heaven, but fashion designers as well, are out to help the working girl—whether mother and housewife or career gal.

## Now—Cotton Goes Reptile!

The rage for reptile textures in shoes and handbags now enters the glove field in cotton, yet!

The most elegant example: a new glove style in grainy cobra pattern. The fabric is realistically embossed to look like leather, yet is soft and easy to wash.

New cobra cotton gloves are available in three lengths—shortie, slip-on and five-button. Styles come in white, antique ivory, bark, cocoa and black.

## Modern Woman

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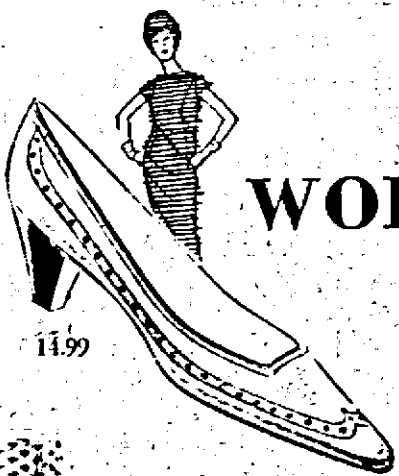


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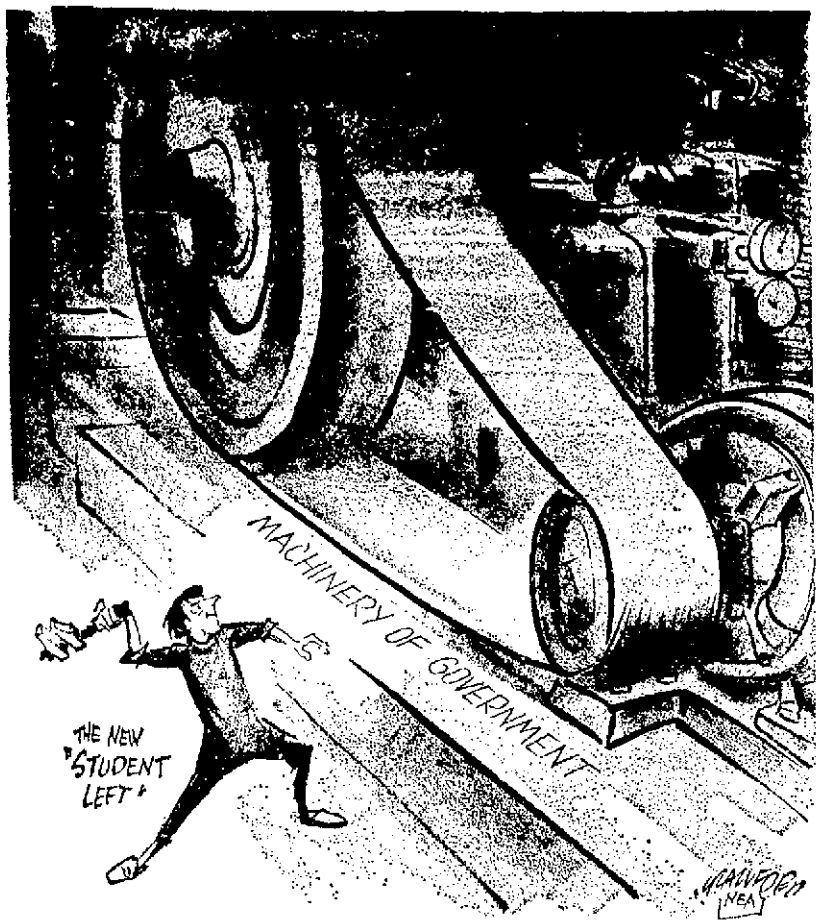
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# Bank Bosses Hold Nation's Purse-Strings

(Editor's Note: The column today is written by Drew Pearson's associate, Jack Anderson.)

WASHINGTON—While two congressional committees have been stirring up headlines with their investigations of banking scandals, a third has been digging quietly into a less spectacular but more significant side of banking—namely, the concentration of economic power in the hands of a few big banks.

The complex manipulations of the money trust may not make as exciting reading as the infiltration of a few racketeers into certain remote banks. But the impact on the economy is far more important. It affects the pocketbooks of millions. The whole pattern of investment and credit, production and prices is influenced by the operations of these powerful banks.

This has been taken up by the House antimonopoly subcommittee in an exhaustive study, which charges that the big banks are getting bigger and extending their control over the nation's money.

An advance, unedited copy of the study, seen by this column, describes how a few banks have been taking over the assets of the nation's financial centers.

"In 32 of the 48 metropolitan areas studied, the four largest banks in 1950 controlled more than 75% of the area assets," the report declares. The trend is still continuing.

In Providence, for example, the four largest banks control 97.6% of the financial assets. In Boston, four

banks control 94.6%, in Atlanta 94.2% of the assets. The Mellon National Bank & Trust alone controls 65.7% of Pittsburgh's money market.

"In small communities," the House study adds, "concentration persists in the form of no-bank or one-bank localities. The one-bank town is prevalent in the United States today. The American Bankers Association estimates that some 11,000 communities are served by one commercial bank . . . of all communities that have one or more banks, half are one-bank towns."

EVEN MORE alarming is the growing voice that banks have in the management of other corporations.

The House survey found that the 373 directors of the nation's 15 largest commercial banks also held management positions in 1,202 in-

dustrial-commercial corporations, 174 insurance companies, 35 other businesses, and—believe it or not—150 rival financial institutions.

In addition, the 15 banks' 131 officers had management ties with 183 industrial-commercial concerns, 39 insurance companies, 19 other businesses, and 32 rival financial houses.

Morgan Guaranty Trust Company, the nation's sixth largest bank, has a finger in the management of all the "big three" auto makers.

On one day, for instance, four financial tycoons—H. C. Alexander, L. F. McCollum, C. L. Burgess and P. C. Cabot—may be voting on policy decisions at Morgan Guaranty.

The next day, they may be helping to determine policy for rival auto companies. Alexander sits on the board at General Motors, McCollum at Chrysler, Burgess and Cabot at Ford.

The conflict of interests is obvious. If Chrysler needs financing to compete with General Motors and Ford, how are Alexander, Burgess and Cabot going to vote when they sit together at Morgan Guaranty?

The busy L. F. McCollum not only serves Morgan and Chrysler, he is also on the board of Continental Oil. Another Morgan director, M. J. Rathbone, helps to decide policy for the rival Standard Oil of New Jersey.

First National City Bank of New York, the nation's third largest, has a voice in the management of three great oil companies. Sitting together on the board of First National are L. D. Welch, C. G. Mortimer, and R. G. Folliis who, on alternate days, are serving rival oil companies—Welch at Standard Oil of New Jersey, Mortimer at Socony Mobil Oil, and Folliis at Standard Oil of California.

## CAPITAL CAPERS

### There's No Accurate Way to Count Viet Cong Casualties

I, P-T Washington Bureau

WASHINGTON — Fighting a twilight war always produces blurred edges, but one fuzzy facet of the fighting in Viet Nam popped up here last week.

In a speech on the Senate Floor, Sen. Birch Bayh, D-Ind., estimated Viet Cong dead at 85,000.

The same day Army Chief of Staff Gen. Harold K. Johnson told the House Armed Services Committee that there had been about 75,000 Viet Cong killed in the conflict.

Both covered virtually the same period of time.

Gen. Johnson's figure, of course, came from the Army Intelligence Sources. Sen. Bayh's came from the State Department, which apparently uses different information and formulae in computing Communist casualties.

The variation serves only to point out the enormous difficulty in estimating enemy casualties in a conflict where the terrain is so difficult and the foe goes to great lengths to conceal how badly his forces have been hit.

"I've seen women Viet Cong retrieving their dead from a battlefield while under intense crossfire," said an Army officer recently assigned here after field duty in South Viet Nam.

SEN. WAYNE MORSE has launched an anti-poverty program pretty close to home—one floor beneath the Senate Chamber in the Senate Dining Room.

In a recent speech, Morse expressed shock that many dining room employees are paid below the federal minimum wage rate of \$1.25 an hour. For example, he cited the wage of waiters—who make \$1 an hour.

The Oregon Democrat denied that the

waiters supplement their basic wage through tips.

"Senators are not the best tipsters in the world," Morse said. "They may be the best tipsters, but not the best tipsters."

THE FEDERAL Aviation Agency usually concerns itself with keeping airplanes from colliding with one another and gets into politics only when it lades out gobs of federal money to build local airports. Last week, FAA found itself up to its ailerons in politics. It announced that the John Birch Society's national public relations director, former Rep. John Roussellot, would hold a press conference upon arrival in Dulles airport's VIP lounge. Not many minutes later, FAA issued a correction. Roussellot would meet the press in the press lounge, which FAA added was on the airport's lower level.

AS MORE and more congressmen move into offices in the new Rayburn Office Building on Capitol Hill, legends about the \$110 million building continue to grow. When construction started (it seems like eons ago), several congressmen pointed out there was no swimming pool in the building and offered to form a club and pay for it out of membership dues. Speaker Sam Rayburn called the offer "a crazy idea." Shortly before the building was finished, someone at some high level decided to add a swimming pool. When the airhammers cleared away a concrete floor at the site selected, workmen found that a steel supporting structure for a swimming pool already had been built and was ready for the pouring of concrete pool sides. Congressmen are getting an edifice complex from wondering what hidden luxury will turn up next.

## PHIL NEWSOM

### Reds Use Micro-Filmed Nazi Records in Political Blackmail

UPI FOREIGN NEWS ANALYST

WHEN IN 1948 the Russians withdrew from the Allied control council in Germany and in effect set up two Germanies, there remained in the Soviet Zone all the micro-filmed records of the Nazi party.

All West German and allied attempts to attain copies of these records since have failed.

This capsule recall of history is necessary because it bears on current West German deliberations over extensions of the statute of limitations on war crimes beyond the May 8 expiration date.

Refusal of the East German Communist regime to turn over the old Nazi records not only has been a major obstacle in the way of ferreting out war criminals, it also has been a weapon used by the Communists in attempts to discredit the West German Federal Republic.

The tactic has been to wait until some judge, police official or any other person has risen to a place of responsibility in the new republic and then suddenly expose him as a one-time Nazi. This in turn is used as so-called evidence that the West German government

harbors ex-Nazi and war criminals.

In truth there has been no tendency under either the governments of former Chancellor Konrad Adenauer or his successor, Ludwig Erhard, to stuff off national responsibility for the deaths of six million Jews under Adolf Hitler or other Nazi war crimes.

Last spring this correspondent sat through a portion of the Auschwitz death camp trials and noted both the vigor of the prosecution and the months of careful investigation which preceded it.

It must also be said that despite the passage of 20 years, these trials occasionally uncover the continuing existence of a Nazi mentality and a few who mourn the passing of Hitler.

Among the German people themselves, the feeling is mixed about extension of the limitation on the war crimes trials. Some believe 20 years is long enough. Others believe they should be continued in the interests of justice and as continuing reminders to older Germans and a warning to those young to remember that such excesses occurred once and called evidence that the might happen again.

Nazi leaders sentenced to death by the international military court at Nuernberg, the number of Germans sentenced on charges of war crimes now totals about 80,000.

Although Hitler's death is regarded as established, his name remains on the wanted list, as does that of Martin Bormann and others associated with the Nazi gas chambers.

United States, British and French courts sentenced about 5,000 war criminals.

BY THE END of 1954, German courts had sentenced close to 6,000. Proceedings against nearly 14,000 still are pending.

Unsubstantiated reports say the Soviets in 1950 were holding more than 13,000 Germans in prison camps. East German courts sentenced more than 12,000 and Poland and Czechoslovakia have admitted to 16,000 apiece.

The West German constitution, based on the German code of 1871, forbids prosecution for a crime after 20 years unless proceedings are instituted within that time. As a means of "satisfying justice" the West Germans now are seeking a way to amend the constitution.

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- 4531 Paramount Blvd. at Del Amo
- S. Western and Coddington Drive (Harbor Heights Center)
- 4-27 Westminster at Golden West
- 14141 Zanker at Aviation (Westminster Plaza Center)
- Stearns at Bellflower (Los Altos Center)
- 1300 E. Anaheim St. (at Redondo)



SPRING'S COVER STORY

Coats Playing It Straight and Narrow



It's the skimp coat, the skinny coat, the anything-goes-coat, the woman-tailored coat for spring.

The new breed of coverup is all pure shape, neat of shoulder with long, skinny sleeves. Fabrics are cut and detailed to emphasize the lean look.

Other marks of distinction about the new coats:

—Brass and decorative buttons that often extend from collar to mid-thigh and more often double than single breasted.

—Small neat collars.

—Low slung pockets, frequently the trouser type with the openings worked into a seam.

—Low-slung half-belts at hip level.

—To help keep the silhouette slim, designers have used smooth fabrics more often than bulky ones—among them gabardines, whipcords, thin flannels, silk and worsted combinations.

Another big trend for spring: the costume.

It will be in dresses and jackets, dresses and coats, coats and suit, in prints, plaids, combination of silks

and wool and in everything from the most tailored of day clothes to the most fabulous sweep of formals.

The anything-goes-coat... with its quick readiness to go anywhere, day or night, in any weather... is very much on the scene. One such: "the glistening rain-coat" made of fabric that looks very much like patent leather.



From Paris:  
Slim, Short, and Belted

Balenciaga's coat-dress in tattersall check wool, 7/8s length with martingale belt that anchors or takes off from double-breasted closure. From May Co.'s "Best of Paris—Best of Italy" collection; available at May Co., Lakewood Center.

Slither Into a Body Slip!

Everyone raved about the body-stocking—  
Now, fashion has come up with its sequel—the body slip.  
Together—the stretch nylon bra top and skirt of luxurious crepe tricot weigh only an ounce.  
If you have the figure, wear this light, cling-fit slip under everything—including the most transparent of lace discotheque dresses.

They're on Top

There's a whole array of smashing tops to go with every pants look. Smooth-fitting pullovers and hip-riding jackets accentuate the sporty, feminine ruffles, bows and midriff lengths accompany late-day and at-home pants.

Shades for Spring

Pales predominate, but there are richer, darker shades in fashions for spring, too. Rich wine reds, bottle greens, mustard and spice tones show up, often mixing and mingling in the new flatter tweeds.

Color Is Spring's Big Fling

Color is a frame of mind. It enhances every facet of our personal lives... expresses our tastes, our desires, our creative urges.

It affects our moods, our appearance, our enjoyment of where we live, what we wear, how we look. Color in telephones, in cars, in curtains and in kitchens... in hairdos, in cosmetics, in clothing and in footwear set the 1965 trend to individuality.

IN CLOTHING fabrics for spring, the direction is di-

mension: Flat fabrics with texture... textured fabrics that seem flatter... sculptured silks and cottons... lace looks and fresh piques... looped wools and linen looks. Color - out - of - context brings darks or brights or pastels into spring... as it brought white to winter. This spring, fashion hits the freedom trail... and every woman can have her fling with both silhouette and color.

Use Scent of Pulse Spots

Every year brings a new crop of fragrance users. Advice has been to use perfume effectively in pulse spots. Where are these? They are at the base of the throat, at the inside bend of the elbow and knees, back of the ears, on the wrist and at the cleavage of the bosom. Touch up fragrances every two or three hours.



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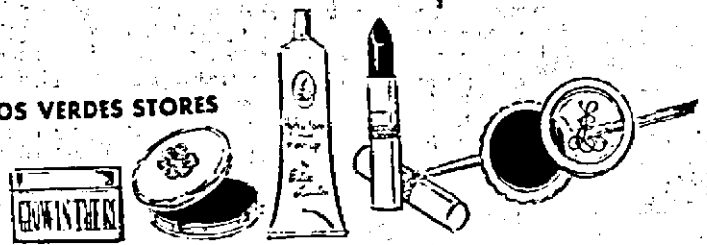
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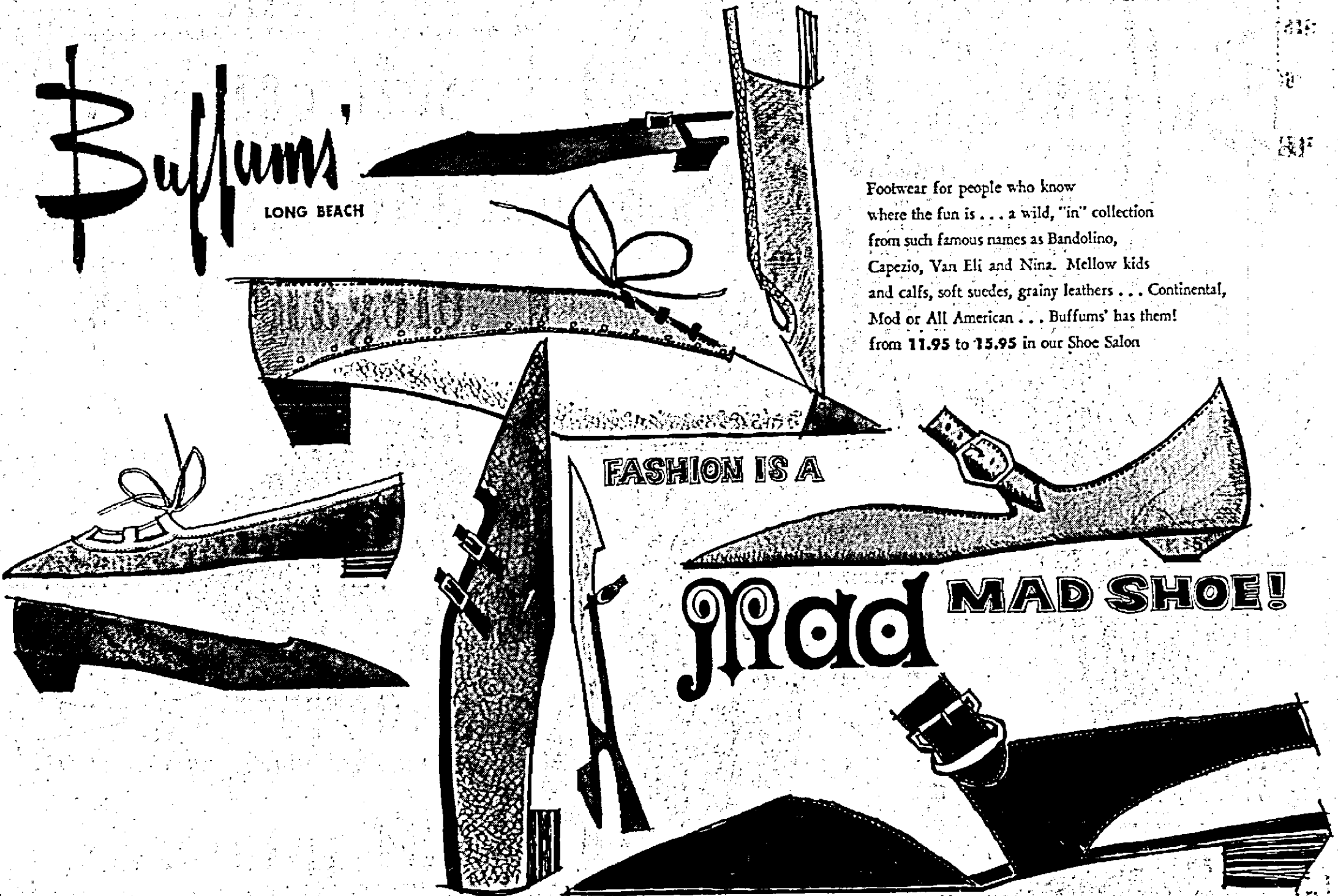
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STILL HANDY WITH HIS DUKES

# Teacher Fought Way Into Profession, 1st Job

By ED KENYON

CARSON—If Harlan Willey hadn't learned to use his fists, he wouldn't be a teacher today.

Willey's fists helped him get an education. And they also helped the Carson High School history teacher get his first job in the Los Angeles City Schools system.

Willey (he pronounces the name WHY-lee because Willie gives students too much ammunition for wise-cracking nicknames) first used his fists to advantage when he joined the Navy out of high school in 1933.

A tall, rangy kid, Willey's long reach helped him win the middleweight championship on the battleship USS California four straight years as well as the runner-up spot in the battleship fleet championships.

IN THESE pre-World War II days, the Navy took boxing seriously. Willey's opponents included a number of former professionals.

Willey took less of a beating in the ring than he did when he left the Navy and went to the University of Alabama on a football

scholarship.

As a defensive end on the frosh team, Willey had to try to stop an end named Don Hulson, later to become one of pro football's all-time greats.

"He was unbelievable," says Willey. "I don't know how many times I was caught flat-footed as he sped on by me. He could fake you out of your shoes."

AFTER ONE YEAR, Willey lined up another scholarship at Louisiana State University, this time in boxing. At LSU, Willey became boxing team captain and middleweight champion of the Southeastern Conference.

Heady with college fistic glory, Willey turned professional, but only briefly.

Fighting as "Young Tunney" in the Denver, Colo., area, Willey had won four fights and had signed for a fifth fight when he was approached by the promoter.

Willey's opponent was being groomed for the sale of his contract, and a knock-out at this point wouldn't help his sales value, Wil-

ley was told.

WILLEY REFUSED the \$100 he was offered to take a dive, won the fight, paid his handler the customary 25% and left professional boxing forever with his remaining \$7.50.

Then came a brief but highly successful stint as a high school football coach. The United States was plunged into World War II, and Willey applied for a commission. He emerged as a lieutenant commander after serving as a communications officer on Admiral William "Bull" Halsey's staff.

Back in college at the University of Southern California, where he was a teaching fellow while studying for a master's degree, Willey decided his political science bookwork needed some practical application. He ran for the Long Beach City Council, but finished third in a three-man race.

Soon afterward, after receiving his master's degree, Willey started his search

for a permanent teaching job.

BEING INTERVIEWED at Dana Junior High School in San Pedro, Willey started telling about education and experience.

"The interviewer told me, 'Never mind about your master's degree, how well can you handle yourself?'" Willey remembers.

"I got the job, but they were interested in my boxing background, not my education background."

The job turned out to be teaching a class of "problem" boys, who had run off three teachers in the previous year. Willey held the job five years, then went to Banning High School in Wilmington, where he remained until Carson High School opened two years ago.

Willey, who still lives in Long Beach at 4565 Gundry Ave., and is the father of two college graduates and a junior high school stu-

dent, hasn't much occasion to use his fistic prowess these days, he says, but he almost did one day recently.

As one of his students related the story: A student who knew he was receiving a failing grade showed up to talk with Willey—and brought a large, husky friend with him.

As the failing student argued heatedly, finally challenged Willey to step outside and meet his friend. Willey removed his coat and his glasses, laid them on his desk and stepped outside.

"All right now," Willey was heard to say, "I can't hit you first, so you'll have to take a swing at me."

The young husky surveyed Willey slowly, all six feet, two inches and 220 pounds of him, then turned and walked away.

Willey walked back into the classroom, put on his coat and glasses and resumed his history lesson.



TEACHER HARLAN WILLEY . . . Combined Brains And Brawn

## Some Unions OK Hudson, Duncan

The Long Beach Building and Construction Trades Council representing 35 unions and more than 25,000 union members this week endorsed Mrs. Elizabeth Hudson and M. A. "Bud" Duncan for re-election to the Board of Education of the Long Beach Unified School District at the school election on Friday, April 2.

"We are pleased and proud to join with other community groups in endorsing Mrs. Hudson and Bud Duncan and in urging all citizens interested in good schools to support them at the coming nonpartisan election," said Wayne J. "Sharkey" Hull, secretary of the Council.

"We believe that it would be highly detrimental to the efficiency of our schools and to the best interest of the citizenry if the district were deprived of their valuable experience and complete understanding on matters affecting public education," the Trades Council endorsement stated.

"THE LOCAL school system has earned national recognition as one of the outstanding public school districts in the United States. Mrs. Hudson and Duncan have contributed outstandingly to the development of our superior school system."

"Mrs. Hudson and Duncan have always strongly supported an effective program in vocational education as well as all other aspects of education within the Long Beach Unified School District."

The affiliated local unions of the Long Beach Building Trades Council are: Asbestos Workers Local No. 5, Boiler-makers Local No. 92, Bricklayers Local No. 13, Carpenters Local No. 710, Carpet Layers Local No. 1247, Cement Masons Local No. 791, Electricians Local No. 11, Glaziers Local No. 636, Housemovers Local No. 923, Ornamental Iron Local No. 792, Reinforced Iron Local No. 416, Shopmen's Local No. 509, Structural Iron Local No. 433, Laborers Local No. 507, Lathers Local No. 172, Lumber and Sawmill Workers Local No. 1407, Millwrights Local No. 1607, Operating Engineers Local No. 12, Painters Local No. 949, Plumbers Local No. 256, Plasterers Local No. 343, Plumbers Local No. 494, Pile Drivers Local No. 2375, Refrigeration Fitters Local No. 250, Roofers Local No. 72, Sheet Metal Workers Local No. 170, Sheet Metal Local No. 108, Shinglers Local No. 420, Sign Painters Local No. 831, Teamsters Local No. 606, Teamsters Local No. 692, Tile Layers Local No. 18, Tile Layers Helpers Local No. 11, and United Association No. 250.

### Art Course Added by Bellflower High

A class in oil painting for beginners has been added to the course list at Bellflower Evening High School. Sessions begin March 30 and will be held each Tuesday from 4 to 5:30 p.m. Donald Moore of the Bellflower High School staff will be instructor.

## Officers Named by Area 'Y'

Paul D. McClaughry, senior partner in the accounting firm of Windes, McClaughry and Co., has been named president of the Long Beach YMCA's Metropolitan Board of Directors.

McClaughry will preside over his first board of directors' meeting Wednesday evening in the organization's office at 600 Long Beach Blvd. He succeeds Norbert W. Dean.

Other executives who will serve for 1965 include attorney Clyde Bronn, educator Dr. Vernon Hinze, and business executive Mills Hodge, all vice presidents; Lewis K. Cox, secretary, and Weldon Parker, treasurer.

George Hanawalt will be assistant treasurer, and Superior Court Judge Beach Vasey and past president Dean will be members at large.

MEMBERS of the board of directors in addition to the executive committee are James A. Bickel, Dr. David L. Bryant, Dr. Ralph Burr, Dr. Clark Thomas, Richard Cline, Jack Dalton, John Hanna, Aaron Herring, Ora Knudson, Harry J. Moore, James L. Murray, Rev. Alec G. Nichols, Eugene E. Fincher, Leonard M. Wise, and Lois Zelsdorf.

The Long Beach YMCA serves Long Beach, North Long Beach, Lakewood, Los Altos, Bellflower, Signal Hill, Dominguez, Los Alamitos, Rossmore, and Hawaiian Gardens, with branches in Bellflower, Lakewood, Los Altos, and North Long Beach in addition to the downtown facility. In addition, it maintains the Camp Oakes facility near Big Bear and the Armed Forces YMCA.

Representatives on the board of the various branches are: Gene Dreckman, camp branch; Paul Williamson, downtown; Ward Trumbull, Lakewood; Robert Volland, Los Altos; Sam Jackson, Los Cerritos; Wesley Belt and Carl Ehmann, North Community; and Dr. Victor Peterson, Veterans and Robert Farnham, Armed Services YMCA.

The committee said that the combined tenure of the two incumbents running for re-election (M.A. Duncan and Mrs. Elizabeth Hudson) totals 32 years. "We are firmly convinced," the chairman said, "that a younger, legally-trained, more energetic man is needed."

### Potluck Supper

Chapter 17 of Disabled American Veterans and its auxiliary organization will hold a potluck supper Monday, 6:30 p.m., at Veterans and Robert Farnham, Armed Building, 240 W. Broadway.

## Candidates to Speak on Peninsula Schools

PALOS VERDES — Candidates for the Palos Verdes Peninsula Unified School District board will speak April 1 at a meeting sponsored by the Peninsula League of Women Voters.

Peninsula voters will ballot on three school board positions in the April 20 election.

Each candidate will be given equal time to present his views before answering questions from the floor. Mrs. Yoshimaro Shibuya, League president, will moderate.

The program will begin at 8 p.m. in the Dapplegray School cafeteria.

## RTCM Will Meet Here

International assembly of marine radio equipment which makes recommendations for marine communications. It is interested in research, engineering, development, legislation and education for all types of marine communications and navigation systems.

## PRIME RIB CAPITOL

Serving Choice Prime Rib Dinners for \$1.95. The Tenderloin Restaurant, 4363 Atlantic Ave., is fast becoming "The Prime Rib Capitol." Join us soon.

## 26 Back for Board Attorney

A committee of 26 Long Beach attorneys has been organized to support fellow attorney Dale B. Deatherage, a candidate for the April 2 Long Beach Board of Education election.


Co-chairmen Donald C. Wallace Jr., John G. Clock, Sterling S. Clayton and Blaine Nels Simons issued a joint statement in which they said it would be "of great advantage" to the school board to have as one of its members a local attorney, raised in the school system, with the qualifications and ability to further education in the Long Beach Unified School District.

"The present school board," the committee chairman said, "consists of a doctor, a dentist, two businessmen and a housewife. Many of the problems confronting the board today require decisions that could be better understood and made by a man with Deatherage's legal background."

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**65 or OLDER?**

You can join

**GOLDEN 65**

**HEALTH ACCIDENT INSURANCE**

SEE PAGE B-8



## Rivals!

It has often been said that the only logical substitute for a new Cadillac is one that has seen previous service. Whatever you plan to invest in your next car, above all consider Cadillac.

If you are like most people, you hope someday to own a new Cadillac motor car. For Cadillac's continuing greatness in design and engineering has made it one of the world's most desirable and sought-after possessions. But if a new Cadillac is not presently feasible, you should consider the pleasure and satisfaction that would be yours with a late model, previously-owned Cadillac. Your dealer currently offers an unusually wide selection of fine used Cadillacs at a cost in line with that of

many new cars of far less stature and quality. These fine Cadillacs are all in superb condition, and many offer features not yet available on other makes. And from a standpoint of investment, remember that a Cadillac traditionally returns more of its cost at resale than any other car at or near its price. So visit your authorized Cadillac dealer—and let him show you a Cadillac that will fit your budget. Your visit will be the wisest motoring move you ever made. Make it today!

Standard of the World  Cadillac

SEE THE SELECTION OF CADILLACS AT YOUR LOCAL AUTHORIZED CADILLAC DEALER

## RIDINGS MOTORS

1301 LONG BEACH BLVD., LONG BEACH



The new 'Fab' Hairdos—left, the 'Puddin' Basin'; at right, the 'Chelsea Doll'



## THE BRITISH HAVE LANDED

# Call It 'Mod' or 'Mad'—It's the Fad



What's a "nippy" and nice, "gear" and great?

It's that "mod" London feeling, started by the Beatles and now sweeping the country!

By the time the Beatles had picked up their jelly babies and gone home, anything imported from London—from fashion to flicks, music to makeup, hairdos to dropped h's—was with it!

Yes, what's "mod" or "fab" in Piccadilly is "in" on Main Street with America's "switched-on" teens.

The London look in fashion belongs especially to the young, and some of the designers who create it are barely out of their teens. Their "larky" fashion edict: racy textured stockings, rounded-toe shoes and Edwardian primness blended with Victorian dash.

A London-style beauty wears "fringe" (bangs) with straight and shiny hair. Her eyes are round, her complexion natural and her lips a cupid's bow.

In the U.S.A. the London look for spring tunes in on black and white dots and plaids livened with bright color, on ruffles and sleeve interest; on blazing pale pastels with lowered round necks and short sleeves.

"Foggy gray" British-type flannels are lit with white and bright enough to stand out in any fog are dotted or plaid slickers in stinging colors.

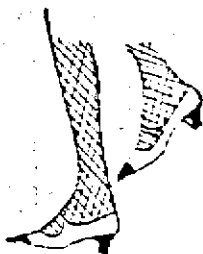
"Soft and skinny" dresses switch on with London touches like crocheted sleeves, long blousy shirt sleeves with wide cuffs, accordion-pleated trimming, fake boleros and short butterfly or puffed sleeves.

Victorian primness looks "nippy" in British "greys" with white collars and cuffs—in fact, in white collars and cuffs on everything from brown lace to pale plaid.

White crochet, lace and eyelet touch British blue dresses with ladylike fragility.

Truly, the British have landed! How far will the London mania go in the U.S.A.? Who knows! We read somewhere that some Beatleophiles on the East Coast have set their watches five hours ahead. . . .

They're on London time!



Upper left, dotted Swiss and crochet have British accent (Lady Manhattan) . . . above, white lacy hose are in step with 'mod' look.

## Showing Off

"Show Off" zippers appear throughout spring sports-wear. They give a great sportive look to jump suits, skirts, jackets.

## Guard Against Skin Dryness

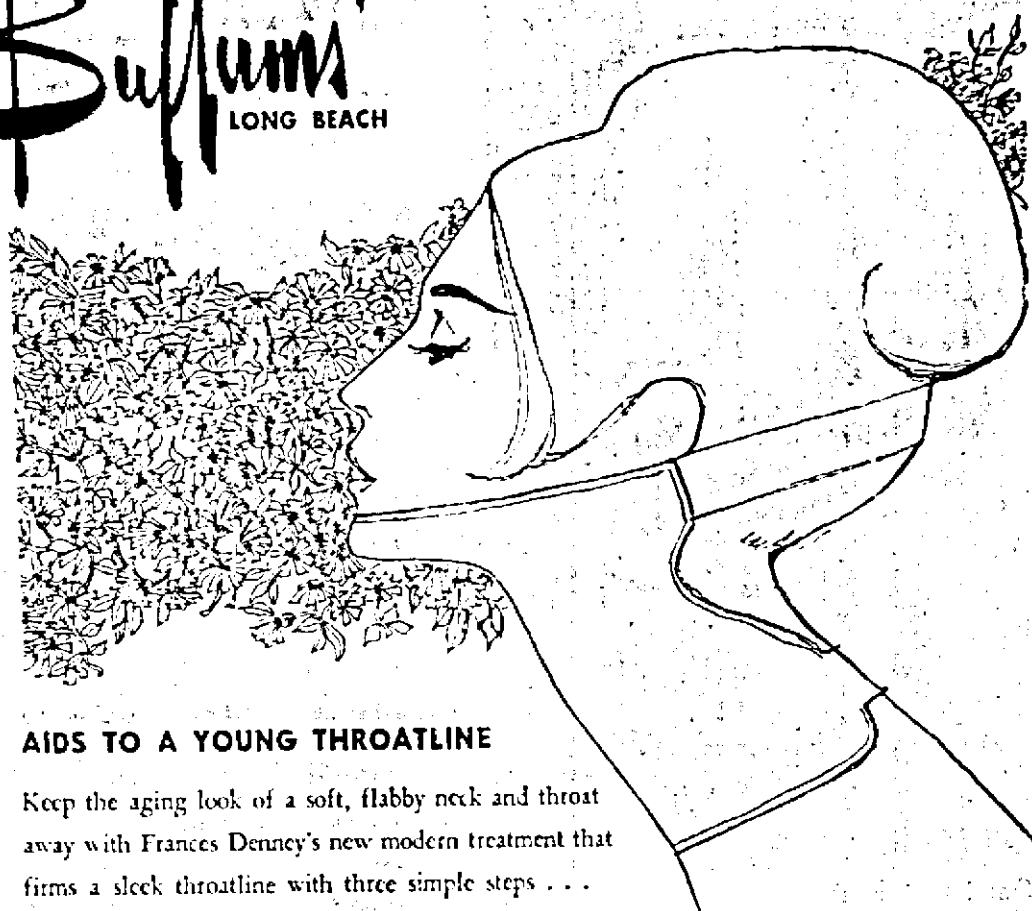
Winter is a big threat to women. In colder communities the harsh elements lead to tiny, dry lines and flakiness. In sunny climates, the excessive tanning leads to additional dryness and leathery skin. Protect your skin with element-fighting moisturizers and sunscreens.

## Handbag News

Ladylike handbags are somewhat smaller this spring, with rounded lines, jewelry-like closings and longer handles.

# Buffum's

LONG BEACH



## AIDS TO A YOUNG THROATLINE

Keep the aging look of a soft, flabby neck and throat away with Frances Denney's new modern treatment that firms a sleek throatline with three simple steps . . .

1. Smooth on Neck and Contour Astringent to tighten and tone the skin area **5.00 and 8.50**
2. Follow up with Neck and Contour Lift, a smooth textured cream that gives a powerful firming action while counteracting dryness. **5.00 and 8.50**
3. A two-way neck and chin strap should then be used if the condition is serious **5.00**. Prices plus 10% fed. tax.

Cosmetics



**SOMETHING FOR YOU**—a special set of New Life Conditioning Shampoo and New Life Hair Spray (both perfumed with Interlude) with your purchase of 3.50 or more of Frances Denney preparations.

# Buffum's

LONG BEACH

## THE WINNING SILKS . . . FIRST OF SUMMER SHOW

Pure silk prints with the clear brilliance of sunlight . . . skillfully cut into little

molded dress shapes with swirl details. All fully lined. 8 to 16.

Left: Tie silk in blue and green, **70.00** right: Carnival print silk linen **86.00**

In our Designers' Circle

Millinery sketched: Sally Victor's free flowing brim in fine ballabunt straw, **79.91**

From a collection of designer millinery by Mr. John, Emme, Chanda, Christian Dior and Leslie James. In our Fashion Millinery Salon



See the new fashions informally modeled during luncheon in our Terrace Room every Monday and Friday.

DOWNTOWN PINE AT BROADWAY HE 6-9841 MONDAY AND FRIDAY 'TIL 9:00 OTHER DAYS 9:30-5:30



# Death Notices

**MARTINSON** (South Portland, Me.) — Sigred C., 72, formerly of Long Beach, died Friday. Surviving are daughter, Mrs. Jane Caselden; son, Charles; brothers, Charles, John and Oscar Flink, and Forest Lewis. Service Tuesday, 2 p.m., Hay & Peabody Funeral Home, Portland.

**WIST**—Reuben, 59, carpenter, of 3804 Greenbrier Road, died Friday. Surviving are wife, Dorothy; son, John; brothers, Martin, Peder; sister, Mrs. Margaret Fitzpatrick. Service Monday, 11 a.m., Dilday Family Funeral Directors.

**THROCKMORTON**—Frank F., 71, gardener, of 2361 Baltic Ave., died Thursday. Surviving are sons, Gerald, Carlyle, Roy; stepson, William Wilkinson; sister, Mrs. Mary Haworth. Service Monday, 3:30 p.m., Westminster Mortuary.

**HOPKINS**—Louis A., 40, of 3750 Linden Ave., pharmacy owner, died Friday. Surviving are wife, Shirley; daughters, Meredith, Laurie, Andrea; mother, Mrs. Ethel Hopkins; sister, Mrs. Frank Devine. Rosary Monday, 8 p.m., Requiem Mass Tuesday, 9 a.m., both at St. Barnabas Church. Holton & Son Mortuary directing. Family suggests gifts to Long Beach Kiwanis Welfare, Inc.

**McDANIEL** (Compton) — Charles M., 54, electronics repairman, of 1714 N. McDavitt Ave., died Friday. Surviving is mother, Mrs. Pearl E. McDaniel. Service Tuesday, 2:30 p.m., Holton & Son Mortuary.

**HEINZE** — Mrs. Ida May, 92, formerly of Long Beach, died Saturday. Service

## County to Hire Economy Aide

Hiring of an executive secretary at \$1,500 a month to serve the County Citizens' Economy and Efficiency Committee has been authorized by county supervisors.

Supervisor Frank G. Bonelli opposed the action, contending such staff help should come from the office of L. S. Hollinger, chief county administrative officer.

The other four supervisors, however, agreed with the committee request that to accomplish its purpose, the committee and its staff assistant have to be separate from the present administration.

The committee itself has been divided into five "task groups," each of which is day. Surviving are wife, Betty; sons John, Thomas, Ronald; daughter, Melissa. Service Monday, 3 p.m., Peck Family Colonial county government.

# County Weed-Clearance Crews Start Monday

County fire-department crews Monday will begin clearing weeds and combustible rubbish from vacant lots throughout the unincorporated area and 29 individual cities.

Supervisors Thursday overruled protests to the annual weed-abatement program and ordered the crews to start work.

Individual property owners whose lots have been declared a fire hazard because of weeds or rubbish have been notified either by postcard, or by signs posted on the property.

Officially, they have until Monday to clear the lot of weeds. However, if they wish to do their own work, they may get permission from the County Fire Department and get an extension of the deadline.

INDEPENDENT-PRESS-TELEGRAM—B.5

Long Beach 12, Calif., Sunday, Mar. 31, 1946

If owners do not proceed with their own weed clearance, fire-department crews size lots runs from \$13 to will perform the work and \$15.

## SEVEN DAYS A WEEK

Dining is Fun at WELCH'S. And the tab is a pleasure, too. Until you try this fine restaurant, you won't believe that such quality and quantity can be had for such low, low price. Luncheons from \$1.25. Dinners from \$1.50 . . . at WELCH'S, San Antonio Dr. at Atlantic Ave.

**Ornamental IRON**  
COLUMNS, STAIRS, RAILS, INTERIORS, GATES, ORNAMENTAL LAWN FURNITURE  
Locally Owned and Operated Since 1900  
Ornamental Iron Manufactured in Our Own Shop

**WEST COAST METALCRAFTS**  
PHONE GARFIELD 4-1564  
BUDGET TERMS 3980 CHERRY AVE. TIME PLAN

*McMahan's*  
**Has the answer to your dream of a lovelier home...  
WALL - TO - WALL CARPET**

MAKES ROOMS QUIETER, SOFT & WARM FOR CHILDREN TO PLAY ON. EASIER TO CARE FOR (NO BARE FLOORS TO CLEAN AND POLISH), SEEMS TO MAKE ROOMS LARGER... A GOOD INVESTMENT TOO, ADDS TO THE VALUE OF YOUR HOME!

**DuPont 501 NYLON**  
*'Encino Park'*  
**5<sup>99</sup>** Sq. Yd.

100% continuous filament sculptured broadloom carpet with lovely high-low random loop pattern. Strong double jute back for extra strength and extra wear.  
Colors: A grand total of 11, you're sure to find your favorite.

## DU PONT

**501**  
**NYLON CARPET SALE**

Du Pont 501 Continuous Filament Nylon Carpet Yarns... The toughest, most durable and resilient fibres ever put into a carpet. Absorbs heavy traffic, yet springs back for more! Non-absorbent fibres resist soil and stain, washes easily. Warm, luscious colors will surely make you tingle... Don't miss this great Du Pont 501 Nylon Carpet Sale... Offer ends in 10 days.

### COMPLETE SELECTION

Relax, without strain... or without leaving your chair... you'll see, feel, compare 551 different and beautiful carpet patterns, textures, colors and fabrics. Each major design is presented in a wonderfully big, easy-to-visualize sample to give you an idea of exactly how the carpet will look in your home. All the fresh colors available in that pattern are there for you to compare.

### SHOP AT HOME

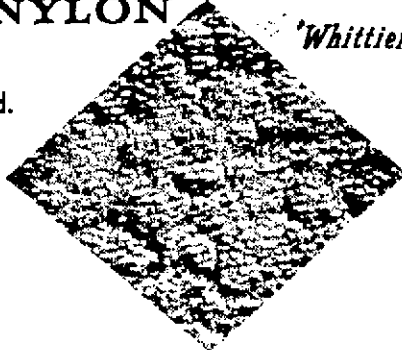
Call today and our courteous representative will come to your home with samples to show you... at your convenience! It is easy to choose the right carpet when you see it in your own home... Call right now and see!

**IT'S SO EASY TO OWN DREAMY WALL-TO-WALL CARPETING WITH McMAHAN'S LOW EASY TERMS...**

### Du Pont 501 NYLON

**\$6<sup>95</sup>** Sq. Yd.

DuPont 501 continuous filament nylon in a smart random loop pattern with new Perma-back laminated backing. 16 solid colors and 5 tweeds, pick yours!



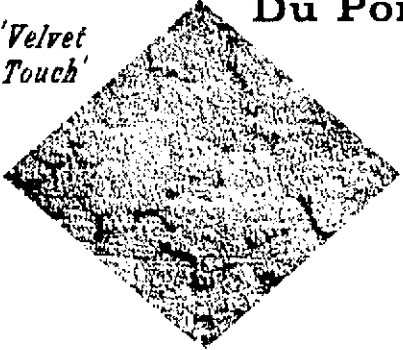
*'Whittier'*

*'Velvet Touch'*

### Du Pont 501 NYLON

**\$7<sup>95</sup>** Sq. Yd.

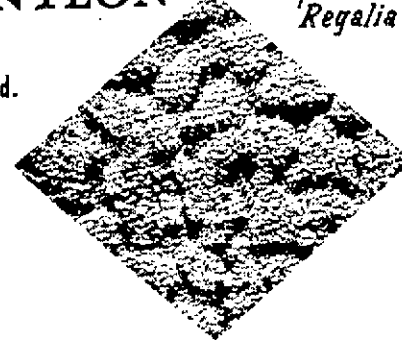
Du Pont 501 continuous filament nylon carpeting that is tip sheared for deep, luxury underfoot. Your choice of 11 exciting colors.



### Du Pont 501 NYLON

**\$7<sup>49</sup>** Sq. Yd.

100% continuous filament nylon in a sculptured loop pile with double jute backing. DuPont 501 carpet yarns assure long life. Choose from 12 beautiful colors.



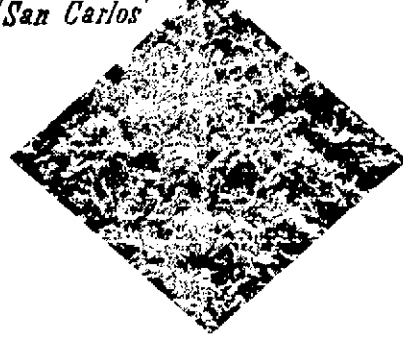
*'Regalia'*

*'San Carlos'*

### Du Pont 501 NYLON

**\$8<sup>95</sup>** Sq. Yd.

Quality carpet made from DuPont 501 continuous filament nylon with double jute backing for extra strength and extra wear. 15 luscious colors to choose from. See them today.



## CALIFORNIA LOT OWNERS...

DID YOU KNOW . . .



**GUARANTEED HOMES**

WORLD'S LARGEST ON-YOUR-LOT BUILDERS

**WILL BUILD A HOME OR INCOME UNIT ON-YOUR-LOT LIKE THIS . . .**



MODEL 1202 THREE BEDROOMS—TWO BATHS

PRICES **\$4695\*** ON YOUR LOT  
START NO S DOWN  
FROM 100% FINANCING

**FOR FREE BROCHURE OR MORE INFORMATION COME IN OR CALL**



**GUARANTEED HOMES OF WILMINGTON**

1426 W. PACIFIC COAST HWY. — (Harbor City)  
TELEPHONE 326-4333 — OPEN 9 TO 9 DAILY

\*Prices vary slightly in some areas.

GENTLEMEN: I own a lot \_\_\_\_\_ feet in size. Please send me information on building a home or income unit on my lot.

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_

☐ Please send me information on Guaranteed Homes and Income Units.  
☐ Please have a Building Consultant contact me regarding plans and prices.

MAIL TO: 1426 W. PACIFIC COAST HWY., HARBOR CITY, CALIF.

**Call Your Nearest Store Today to See McMahan's Samples in Your Home**

IT'S EASY TO OPEN ACCOUNT! "AT McMAHAN'S... 90 DAYS IS JUST LIKE CASH"

*McMahan's*  
FURNITURE STORES

1895 E. ANAHEIM ST., L.B. HE 6-5211 909 AVALON, WILMINGTON TE 4-4548  
317 LONG BEACH BLVD., L.B. HE 2-5444 16810 BELLFLOWER BLVD., BELLH. TO 1-2745  
OPEN MONDAY & FRIDAY NITES 'TIL 9 P.M.





**CALL ON BANDS**  
Lee R. Rippetue, campaign director for the Long Beach Chapter, March of Dimes, helps Mrs. A. J. Storinsky, chairman of the First Annual Bands of Silver, call on bands to participate.

**Canada Has Rise in Cigarette Sales**  
OTTAWA (AP)—An indicated increase in smoking by Canadians is shown in figures issued by the Dominion Bureau of Statistics. It said the number of cigarettes for which excise tax stamps were

## Bands of Silver Spectacular Set

Outstanding bands will perform at a two-hour First Annual Bands of Silver spectacular in Long Beach Veterans Memorial Stadium at 8 p.m. April 24.  
The program is for the March of Dimes.  
Among units to participate are the Lakewood Pan-American Youth Band, Huntington Park Youth Band, Long Beach Junior Concert Band, James E. Son's Long Beach Junior Concert Band, Monterey Park Girls, Senorita Drum & Bugle Corps, Los Angeles Police Boys Band, Lancers Drum & Bugle Corps of Fontana, Lakewood Ambassadors, Glendale Dragons Drum & Bugle Corps, U.S. Marine Corps Band, Kingsman.  
Groups from Mexico to participate include the Hector A. Mignol Secunderia Esquela, Federal Drum & Bugle Corps, The Femme Gymnastic Team, The Colegio Louis Majia War Banda Drum & Bugle Corps and the Mayan Inca Dancing Group.  
Donations for the program are \$1.50, reserved seats: \$1, general adult and 50 cents for children under 12.  
Assisting Mrs. A. J. Storinsky, event chairman are Mrs. Lloyd McCormick, Mrs. Eugene Comer, Harry Pressley, Raymond J. Moore and Max Bramble.  
**Bishel Appointed**  
SAN FRANCISCO (UPI)—Gale E. Bishel, 49, of Mill Valley, has been named chief deputy clerk of the California Supreme Court.

**SEVEN DAYS A WEEK**  
Dining is Fun at WELCH'S. And the tab is a pleasure, too. Until you try this fine restaurant, you won't believe that such quality and quantity can be had for such low, low price. Luncheons from \$1.25. Dinners from \$1.50 . . . at WELCH'S, San Antonio Dr. at Atlantic Ave.

## Council's Calendar

**City Council agenda items for Tuesday:**  
Notice was given of Engineers of Long Beach, California, regarding harbor improvement plan.  
Petition from Mc-Pike restaurant owners protesting proposed amendment to permit vendors on downtown beach.  
Notice of hearing of 10:30 a.m. March 22, before City Council on application for an entertainment area permit for 3200 E. 50th Street.  
City Planning Commission reports on rezoning of right of way in connection with San Diego Freeway Extension same of Santa Way for alley easement to be proposed.  
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to Bruce L. Crane for construction of U.S. Naval Hospital adjacent to A. M. Denabier & Son, Inc., for furnishing truck-mounted crane.  
Supervisors based on John V. Baker Jr. at Long Beach Airport.  
Acceptance of deed for Spring Street under John Allen School site.  
City manager's report regarding local studies for Pacific Coast (Long Beach) Freeway regarding future widening of former Alameda Bay Trench Club site, regarding municipal parking facilities in business area.  
Amendment prohibiting parking of vehicles in Atlantic Avenue-Atlantic Street intersection.  
Amendment regarding all operations, authorizations for members of Department of Public Properties to attend various meetings and conferences for Henry Jordan of Bureau of Franchising to attend Franchise Convention in Las Vegas, Nevada, for Wm. P. Harrison, president of American-Arab Bank, attend meeting in Reno, Nev.  
Amendment prohibiting parking of vehicles in Atlantic Avenue-Atlantic Street intersection.

## AUCTION

by orders of owners  
**King Chemical Marble Co.**  
(Kitchen and Bathroom Sink Manufacturers)  
**Mon., Mar. 22nd, at 10:30 a.m.**  
on the premises:

**234 BROAD AVENUE WILMINGTON, CALIF.**  
Finished Sinks, Spray Booths, Electric Portable 60 RPM Resin Mixer, 15 Male and Female Molds, 32 Overflows, Portable Tables, Hand Trucks, Steel and Wood Benches, Resin and Chemicals, Payne 60,000 BTU Furnace, Office Equip., etc.  
M-2 REAL ESTATE, Improved Land: 46 1/2 x 160' to alley. Zone: M-2. Improvements: Stucco Bldg. 28 1/2 x 60', 2 rest rooms, 3 yrs. since remodeled. Terms: 29% Down, balance in Escrow to excellent loan.  
**IRVING ADAMS, AUCTIONEERS**  
428 No. La Brea, Los Angeles, Calif. 90036 WE 2-8461

**Siris**  
HOME FURNISHINGS  
since 1925  
1235 LONG BEACH BLVD.

**WANTED!!**  
**WE WANT YOUR OLD FURNITURE**  
AT TOP DOLLAR  
**FINAL WEEK STARTS TODAY—**  
SUNDAY 11 A.M.-5 P.M.

**Siris**  
Century Shops  
1252 LONG BEACH BLVD.

# TRADE IN SALE

A BOLD EXPERIMENT IN MERCHANDISING DESIGNED TO ALLOW YOU TO REPLACE UNWANTED FURNITURE—OUT OF STYLE PIECES—ITEMS YOU ARE TIRED OF—AT ABSOLUTELY TOP RESALE VALUE

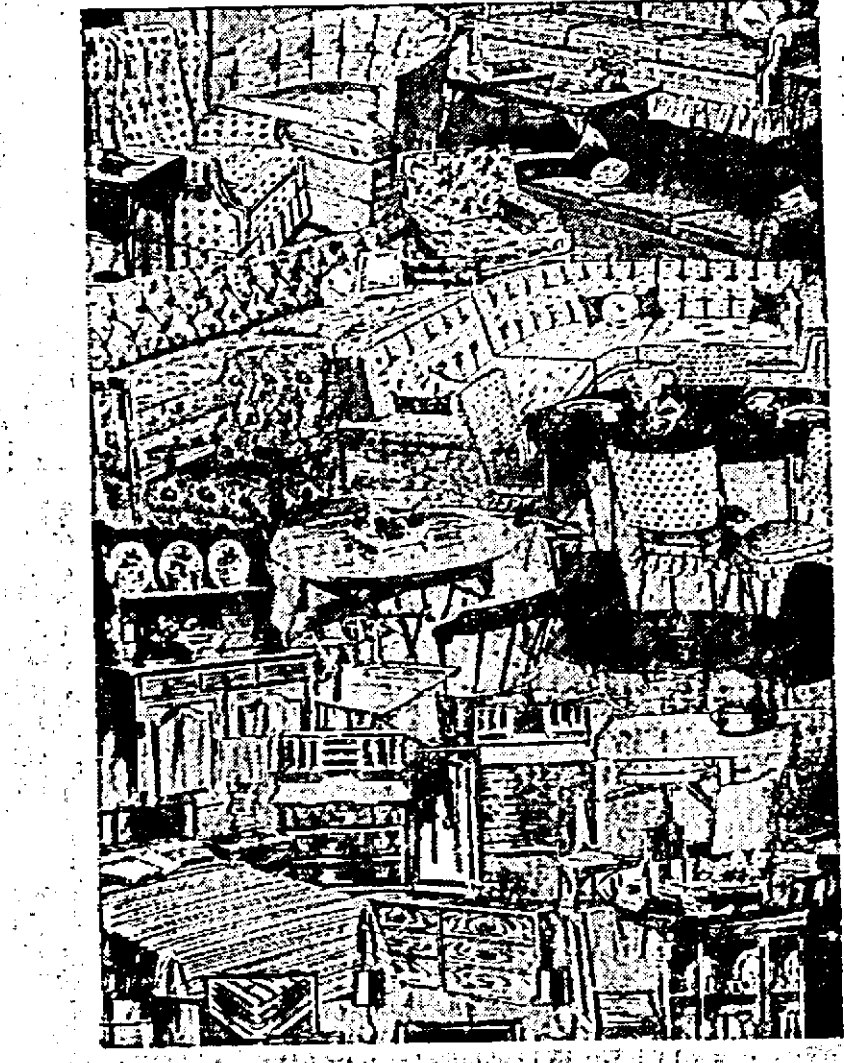
It works this way. Select the item, or room full of items from one of the most complete selections of fine Mediterranean, Oriental, Maple, Mahogany, Victorian and Contemporary furniture available. Tell us about your unwanted furniture. We will give at least the minimum allowance listed below for any usable piece on an item for item or equal value item on different item or lesser value old item on greater value new item basis. Example: An old extra dinette set can be traded in on a newer dinette or a new sectional or other furniture of equal value. In all fairness, several pieces cannot be grouped on a new one. Terms? Sure! Use your allowance for all or part of down payment—up to 36 months on balance.

**WE GUARANTEE AT LEAST THE MINIMUM AMOUNTS LISTED**  
IN THE EXAMPLES BELOW, THE BETTER CONDITION AND NEWER YOUR ITEMS, THE MORE THEY WILL BE WORTH

YOUR OLD  
2-PIECE LIVING ROOM SET  
OR SECTIONAL  
IS WORTH  
AT LEAST **\$75.**  
The better condition and newer it is, the more it's worth.  
Sofa or Bed Divan worth at least \$35.00

YOUR OLD  
SPRING AND MATTRESS  
IS WORTH  
AT LEAST **\$20.**

YOUR OLD  
6-PIECE DINING ROOM SET  
TABLE, BUFFET OR CHINA, A SET OF CHAIRS  
IS WORTH  
AT LEAST **\$50.**  
The better condition and newer it is the more it's worth.  
Table and 4 chairs worth at least 25.00



YOUR OLD  
4-PIECE BEDROOM SET  
BED, DRESSER OR CHEST AND NIGHT STANDS  
IS WORTH  
AT LEAST **\$75.**  
The better condition and newer it is the more it's worth.  
Odd pieces will bring proportionate price.

YOUR OLD  
CHAIR OR ROCKER  
IS WORTH  
AT LEAST **\$20.**

YOUR OLD  
END TABLE  
• COFFEE TABLE  
• LAMP  
• PICTURE  
IS WORTH  
AT LEAST **\$10.**  
The newer and better condition the more they are worth.

**SIRIS DESIGN CENTER**  
1235 Long Beach Blvd.  
Phone HE 7-3593  
**BOTH LOCATIONS**  
Shop Mon. and Fri. 9-9; Weekdays 9-5:30; Sundays 11-5  
**SIRIS CENTURY SHOPS**  
1252 Long Beach Blvd.  
Phone 437-3455



## AT FOOTLIGHT THEATER

# 'Hasty Heart' Cast Scores

By SAMUEL A. BOYEA

Since all heart and no skill can combine to make even the best of sentimental plays static, Footlight Theater, 3331 Torrance Blvd., Torrance, has smartly put some of its more impressive skills forward in a revival of John Patrick's "The Hasty Heart."

Thus, this unabashedly sentimental and rather ordinary tale of a lonely Scot soldier with only a few weeks to live comes through shining, instead of merely frothing, with a full heart of steam and evidence that the Footlight Players are sound theater people.

IN THE LEAD role of

Lachlan, the Scot soldier with the "porcupine disposition," Herman Boorman, Long Beach State College Drama Department graduate, performed with distinction. He had Lachlan's accent down to the last burr and was believable through, although as an experienced actor he inexplicably made little use of facial or other bodily expressions to underscore his dilemma. His triumph was all verbal.

As the only nurse (Sister Margaret) in that ward in the British General hospital on the Assam-Burma front (World War II), Edith Nielsen, formerly of the Salt Lake Playmakers, Utah, was the "heart" of the play, convincing Lachlan that he was among friends with a well-planted kiss and generally making the soldiers from Australia, Great Britain, New Zealand, the United States and Basuto land cheerful human beings "on leave from suffering." As soon as the comely Mrs. Nielsen learns what on earth to do with her hands, her splendid emoting will be even sharper.

MYRON COLE, a riot of a comic actor, kept the play's

humor overflowing as the obese British Cockney soldier, Tommy, "made immortal with raisins." His family made a huge puffed wheat pudding in honor of his purple heart heroics.

Although only limited to one word, "Blossom," his nickname, Long Beach actor Tom Massey was up to his old habits of thievery—scene stealing, that is—giving a baleful look here and a double meaning glance there. Glenn Hoeflner as Yank was powerful, especially in the confrontation scene with Lachlan, but his accent was inconsistent and his capable performance was further marred by too much gargantuan panting between words—a common fault of South Bay male actors, Jim Claxton (Digger), Dennis Pierce (Kiwi), James Pinfield (Colonel) and Neal Shinder (Orderly) were also creditable.

Direction by Joyce Peterson and Herman Boorman was quite competent, although not always hitting the play's few high spots hard enough.

"The Hasty Heart" plays Fridays and Saturdays in a converted locker room wider than any cinema screen.

United Artists  
217 E. OCEAN BLVD.  
OPEN NOON DAILY • HE 7-1267

ALFRED HITCHCOCK'S  
"DON'T MISS IT THIS TIME!"  
"THE TIGER" — a Comedy — Genet's "THE MAIDS"  
Curtain 8:30 P.M. FRI., SAT., \$2.00 SUN., \$1.50

PLUS CO-FEATURE  
"STRAIGHT JACKET"  
FOR YOUR CONVENIENCE  
RESERVE SEATS AT U.S. BOX OFFICE FOR  
"MY FAIR LADY"  
NOW AT EGYPTIAN • HOLLYWOOD

OFF-BROADWAY THEATRE ON STAGE  
211 LINE HE 7-3571  
"THE TIGER" — a Comedy — Genet's "THE MAIDS"  
Curtain 8:30 P.M. FRI., SAT., \$2.00 SUN., \$1.50

THE MAGNOLIA THEATRE  
By Popular Demand!  
"A THOUSAND CLOWNS"  
WILL BE HELD OVER 2 NITES!  
Fri., Mar. 26 & Sat., Mar. 27  
"A THOUSAND CLOWNS"  
THURS. \$2.00 SAT. \$2.00  
Fri. and Sun. \$2.50 • ON STAGE •  
LAST 2403 Magnolia Ave.  
FRI. Reservations: GA 4-1975; GA 7-9025

RODGERS & HAMMERSTEIN'S  
ROBERT WISE  
"THE SOUND OF MUSIC"  
TODAY 2 & 8 p.m.  
HER BIKINI NEVER GOT WET

TRAPPED BY DESIRE  
HER BIKINI NEVER GOT WET

JIMMY LLOYD  
Some of Jimmy Lloyd Productions Discoveries are:  
Dabbe Watson—Now Starring in Karen Series.  
Linda Knight—Just Earned Over \$2000 an One Commercial.  
We Auditioned Ricky Stull on Jan. 30. 2 Weeks Later on Feb. 16 He Worked on TV Series "Profiles in Courage."  
Lisa Slabodin—Earning Hundreds of Dollars on Toy Commercials and Over 100 Others.  
WE ARE NOW AUDITIONING FOR 2 BOYS AND GIRLS IN EACH AGE GROUP FOR MONTH OF MARCH BY APPOINTMENT ONLY  
CALL NO. 2-1397  
JIMMY LLOYD PRODUCTIONS, INC.—Personal Managers, 1336 N. LA BREA  
NOTE: We are not a school and are senior members of Santa Ana Chamber of Commerce.

## New Films

A small-town postmistress, whose friendliness gets her into amusing complications when she attends a postmasters convention in New York is the situation for "Dear Heart."

Second new film to open Wednesday is "Bus Riley's Back in Town," about what happens when a sailor returns to find himself one angle of a triangle.

Third new film in the area is "Kiss Me, Stupid" for adults only.



GERALDINE PAGE, GLENN FORD  
She's Friendly Postmistress



JANET MARGOLIN



MICHAEL PARKS



ANN-MARGRET

These Three Form the Triangle in "Bus Riley's Back in Town"



FELICIA FARR and Ray Walston (above) are in "Kiss Me, Stupid." Film also stars Dean Martin and Kim Novak.

Winters, Poirier in  
"Patch of Blue"

Shelley Winters has been signed by MGM for a starring role in "A Patch of Blue." Miss Winters will play the mother of a young blind girl in this poignant love story which also stars Sidney Poirier.

PALACE OPEN ALL NIGHT  
30 PINE AVE. PHONE HE 4-4429  
OPEN 9:45 GEN. ADM. EVE. 85C  
Greedy Peck—Andrew Reeburn  
"ROMAN HOLIDAY"  
Alan Ladd—Virginia Mayo—Color  
"THE BIG LAND"  
Blazing Action—Heroic Story  
"THE THIN RED LINE"

ROXY OPEN ALL NITE  
OPEN 10 A.M. — 3 BIG HITS!  
ROCK HUBBON • PAULA PRENTISS  
COMEDY RIOT IN COLOR  
"Man's Favorite Sport"  
Kirk Douglas • Tony Curtis  
Ernest Borgnine • John Leigh  
"THE VIKINGS"  
Stu Whitman • Action in Color  
"FIERCEST HEART"

Paramount Drive-In Theatre  
Param. & Compl. Blvd., Param.  
"COME FLY YOUR HORN"  
ADM. \$1.75  
and  
"TOYS IN THE ATTIC"  
Per Car Incl.

ATLANTIC "SEX AND THE SINGLE GIRL"  
Atlantic at South GA 2-316  
OPEN NOON  
"ROUSTABOUT"  
BOTH IN COLOR

ART GE 5-5335  
4th & Cherry  
"DISORDERLY ORDERLY"  
Elvis Presley  
"ROUSTABOUT"

PACIFIC THEATRES  
STATE 104 E. OCEAN AVE. HE 7-3721  
TOWNE 4429 ATLANTIC BLVD. GA 2-1221  
RIVOLI LONG BEACH BLVD. HE 6-3207

PACIFIC DRIVE-INS  
CIRCLE 2 Peter Seller Hills  
"A SHOT IN THE DARK"  
"PINK PANTHER"  
HILMY 39 50 VOICE CHORUS  
"PSYCHO"  
"STRAIT JACKET"

LAKWOOD CARSON & CROPPY GA 4-9931  
LOS ANGELES 3272 SANTA FE TE 4-6435  
LONG BEACH 3272 SANTA FE TE 4-6435

ALL TERRORS "PSYCHO"  
"STRAIT JACKET"  
"LOVE ME TENDER"  
"LONG SHIPS"  
"ZULU"

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"LOVE ME TENDER"  
"LONG SHIPS"  
"ZULU"

## Show Times

Here are starting times of features in Long Beach theaters as listed by theater managers:

ART  
"Roustabout," 3:10, 6:45, 10:15, "Disorderly Orderly," 1:40, 5:15, 8:50.  
ATLANTIC  
"Sex and the Single Girl," 3:30, 6:30, 10:30.  
"Roustabout," 12:45, 4:40, 8:40.  
PALACE  
"Big Land," 10:30, 8:58, 2:30, "Thin Red Line," 11:38, 8:10, 10:42, 4:02.  
"Roman Holiday," 1:25, 6:55, 12:27.  
RIVOLI  
"Sex and the Single Girl," 1, 5, 9, 11.  
"Roustabout," 3:05, 7:10, 11:15.  
ROXY  
"Man's Favorite Sport," 10:37, 4:14, 10:06, 3:39, "Vikings," 12:30, 8:22, 12:04.  
"Fiercest Heart," 2:33, 8:20, 2:01.  
STATE  
"Astragon," 12:45, 2:55, 7:55, 11, "Lost World of Sinbad," 2:55, 5:55, 9:25.  
TOWNE  
"Marriage Italian Style," 12:30, 4:45, 8:50, "Tookapi," 2:10, 6:30, 10:35.

THE BEACH BOYS  
APRIL 5, ONE NITE ONLY!  
TWO PERFS 5:00 AND 9:00 P.M.  
PLUS  
The MUNSTERS  
AND ? ? ? ? ?  
PRICES \$2.50, \$3.50, \$4.50, \$5.50  
SEATS NOW  
at Box Office & all  
Southland Agencies  
Melodyland  
Opposite Disneyland  
For additional information call ANAHEIM 776-7220

MARCH 30 thru APRIL 4  
LIBERACE  
In His "SILVER ANNIVERSARY" SHOW  
WITH  
MARNI NIXON  
APRIL 6 thru 11  
MITZI GAYNOR  
AND COMPANY  
Featuring  
THE CLARA WARD SINGERS  
SEATS NOW for all shows by mail, at box office, Southern Calif. Music Co., 627 S. Hill St., L.A. Wallich Music Cities, All Mutual Agencies, Ed Lewis Industrial Agencies.  
SUN. thru THURS. 8:30 PM  
\$2.00, \$3.00, \$4.00, \$5.00  
FRI. and SAT. 8:30 PM  
\$2.50, \$3.50, \$4.50, \$5.50  
MAT. SAT. & SUN. 3 PM  
\$2.00, \$3.00, \$4.00  
FOR ADDITIONAL INFORMATION PHONE 776-7220

FREE  
MONDAY, MARCH 22  
A Beautiful Car  
Given Away Free!  
HARBOR DRIVE-IN  
THEATRE  
23327 S. VERMONT

STANFORD UNIVERSITY  
MEN'S GLEE CLUB  
THIS NIGHT FOR SONG  
50 VOICE CHORUS  
with STANFORD RED VEST BAND  
directed by Robert Mackinnon  
THURSDAY  
March 25—8:30 P.M.  
Orange Coast College Aud.  
Tickets \$3 and \$2  
Available at Atlantic Music  
and all Mutual Agencies.

LAKEWOOD  
GA 5-2530 (11th & 62nd)  
OPEN 11:30 A.M.—CONTINUOUS  
2 BIG NEW FUN HITS!  
Cary Grant  
Leslie Caron  
"Father Goose"  
Trevor Howard  
A Great Comedy Adventure • Awarded Prize  
Rock Hudson • Doris Day • Tony  
Hudson • Day • Randall  
Send Me No  
Flowers — just  
Technicolor — send me!

APRIL 5, ONE NITE ONLY!  
TWO PERFS 5:00 AND 9:00 P.M.  
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FRI. and SAT. 8:30 PM  
\$2.50, \$3.50, \$4.50, \$5.50  
MAT. SAT. & SUN. 3 PM  
\$2.00, \$3.00, \$4.00  
FOR ADDITIONAL INFORMATION PHONE 776-7220

Sight & Sound Prod.  
Presents the  
Righteous Bros. Show  
Starring the  
RIGHTEOUS BROTHERS  
BEAU BRUMMELS  
BOB GOLDSBORO  
THE DIXIE CUPS  
GLENN CAMPBELL  
THE FUGITIVES  
TODAY!  
2:15 P.M.  
LONG BEACH AUDITORIUM  
Tickets 3.75 3.00 2.00  
Good Seats Still  
Available at the Door

NEIGHBORHOOD Theatre Guide  
DOWNEY  
MIRALTA, Downey TO 7-2281  
CONTINUOUS FROM NOON  
Disney's "MARTY POPPINS"  
NEW AVENUE, Downey WA 2-6781  
Cont. 12—Hitchcock's "PSYCHO"  
"BABY JANE"—Grawford, Davis  
NORWALK, Norwalk 868 6771  
Cont. 12—"FATHER GOOSE"  
"SEND ME NO FLOWERS" D. Day  
REDONDO BEACH  
STRAND 80th (12th) FR 2-8300  
Hitchcock's "PSYCHO"  
"STRAIT JACKET"  
ANAHEIM  
BROOKHURST Adult Entertainment  
"MARRIAGE, ITALIAN STYLE"  
"THE EAST LIFE" Adults  
FULLERTON  
WILSHIRE ART 625-9177  
"CONTEMPT" 2:15  
"HOUSE IS NOT A HOME" 7:15  
GARDEN GROVE  
"THE ROUNDERS" JE 3-6800  
"36 HOURS"  
WILMINGTON  
GRANADA (Smoking Lounge) TE 4-2477  
"Astragon"  
"LOST WORLD OF SINBAD"  
TORRANCE  
UNITED ARTISTS 101 & Green 225-4223  
"FATHER GOOSE"  
"SEND ME NO FLOWERS"  
HOLLING HILLS 101 & Green, 225-2000  
Disney's "MARTY POPPINS"  
Screen 12, 3, 6 and 9 P.M.  
SANTA ANA  
STATE ART 324 W. 4th KI 2-3612  
"CONTEMPT" 2:15  
"HOUSE IS NOT A HOME" 7:15  
BELLFLOWER  
HUBEL (Smoking Lounge) TO 7-7721  
"MARRIAGE, ITALIAN STYLE"  
"TOPKAPI"  
Drive-In THEATRE  
A MIRADA Alameda, Fremont UN 3-2111  
"PUMPKIN PATCH"  
"THAT MAN FROM RIO"  
PARAMOUNT, 14211 Param. ME 3-4545  
"COME FLY YOUR HORN"  
"TOYS IN THE ATTIC"  
SUNDOWN, 502 W. Washington, Whittier  
"SEX AND THE SINGLE GIRL"  
"TWO OR A GUILLOTINE"  
TWIN VUE, Figueroa at 152nd GA 4-5127  
"HUSH, HUSH, SWEET CHARLOTTE"  
"WHAT A WAY TO GO"  
HARBOR, 22222 So. Vermont TE 4-8501  
\* FREE CAR GIVEN AWAY!  
MONDAY NITE, MARCH 22  
Shirley Maclure "TWO FOR SEASAW"  
"WAR LOVER" Steve McQueen

THE SOUND OF MUSIC  
TODAY 2 & 8 p.m.

TRAPPED BY DESIRE  
HER BIKINI NEVER GOT WET

JIMMY LLOYD

Some of Jimmy Lloyd Productions Discoveries are:  
Dabbe Watson—Now Starring in Karen Series.  
Linda Knight—Just Earned Over \$2000 an One Commercial.  
We Auditioned Ricky Stull on Jan. 30. 2 Weeks Later on Feb. 16 He Worked on TV Series "Profiles in Courage."  
Lisa Slabodin—Earning Hundreds of Dollars on Toy Commercials and Over 100 Others.  
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## WANTED

BOYS AND GIRLS, AGES 3-19, TO AUDITION  
FOR TV SERIES, COMMERCIALS AND  
MOVIES IN HOLLYWOOD NOW!!

Jimmy Lloyd, famous actor, producer, director and now president-director of Hollywood Original Personal-Management Co. to offer kids high paying film and TV commercials, has discovered over 100 kids to appear in TV and movies to date.

CALL NO. 2-1397  
JIMMY LLOYD PRODUCTIONS, INC.—Personal Managers, 1336 N. LA BREA  
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# HOBBY FAIR

FUN! EDUCATIONAL! ENTERTAINMENT!  
THURS., FRI., SAT., SUN.,  
MARCH 25, 26, 27, 28  
12 Noon to 10 p.m. DAILY  
SUNDAY 12 Noon to 9 p.m.  
LONG BEACH MUNICIPAL AUDITORIUM  
EXHIBIT AND CONVENTION HALLS  
Free! ADMISSION TO ALL  
HOBBY SHOW  
Sponsored by  
LONG BEACH RECREATION COMMISSION  
Assisted by  
LONG BEACH HOBBY COUNCIL

HUNDREDS of EXHIBITS and DEMONSTRATIONS

- ★ Clowns
- ★ Dancing
- ★ Stage Shows
- ★ Crafts
- ★ Art
- ★ Collections





**BEACH COMBINING**  
 WITH MALCOLM EPLEY

IT'S A problem everywhere apparently. Observed on a Long Beach street was a car with an Indiana license on the rear, and in front, in the license bracket, a simulated tag which read: INDIANA. LAND OF TAXES.

**SPEAKING** of taxes (I really hate to mention unpleasant subjects) I note a suggestion from the Long Beach office of the State Franchise Board that we pay our state income taxes by personal check.

A personal check, says Mr. Maurice Kenworthy, provides the taxpayer with a valid receipt. It also is marked with a coded number that you can throw right in the face of any state snooper who may come along later to question whether you paid your tax.

Writing out a check is simple enough. Getting the dough in the bank to cover the check is another matter, and Bro. Kenworthy leaves that up to us. It's a good idea to be sure it's there.

Incidentally, whenever I pay my state income tax, I say a prayer of thanks for the California sales tax. Our income tax rate is really quite moderate, but if the state didn't have that tremendous income from the sales taxes, it would be a killer.

Despite all the grumbling, there's some basic wisdom in California's tax procedures, and we owe a lot to the people who got the sales tax going in the depression years.

**IT WAS** a picture, all right, on Friday morning when a flock of the community's prominent citizens came marching out of Memorial Hospital carrying shovels.

They marched over to the site of the prospective addition to Memorial and began digging away at the soil. Thus the ground-breaking ceremonies, usually featuring a few dignitaries, became an audience-participation affair.

There were the inevitable remarks about the politicians who carried shovels and how appropriate it was, and somebody sidled up to me with an old WPA joke about the project where they ran out of shovels and the foreman told the workers just to lean on each other for a while.

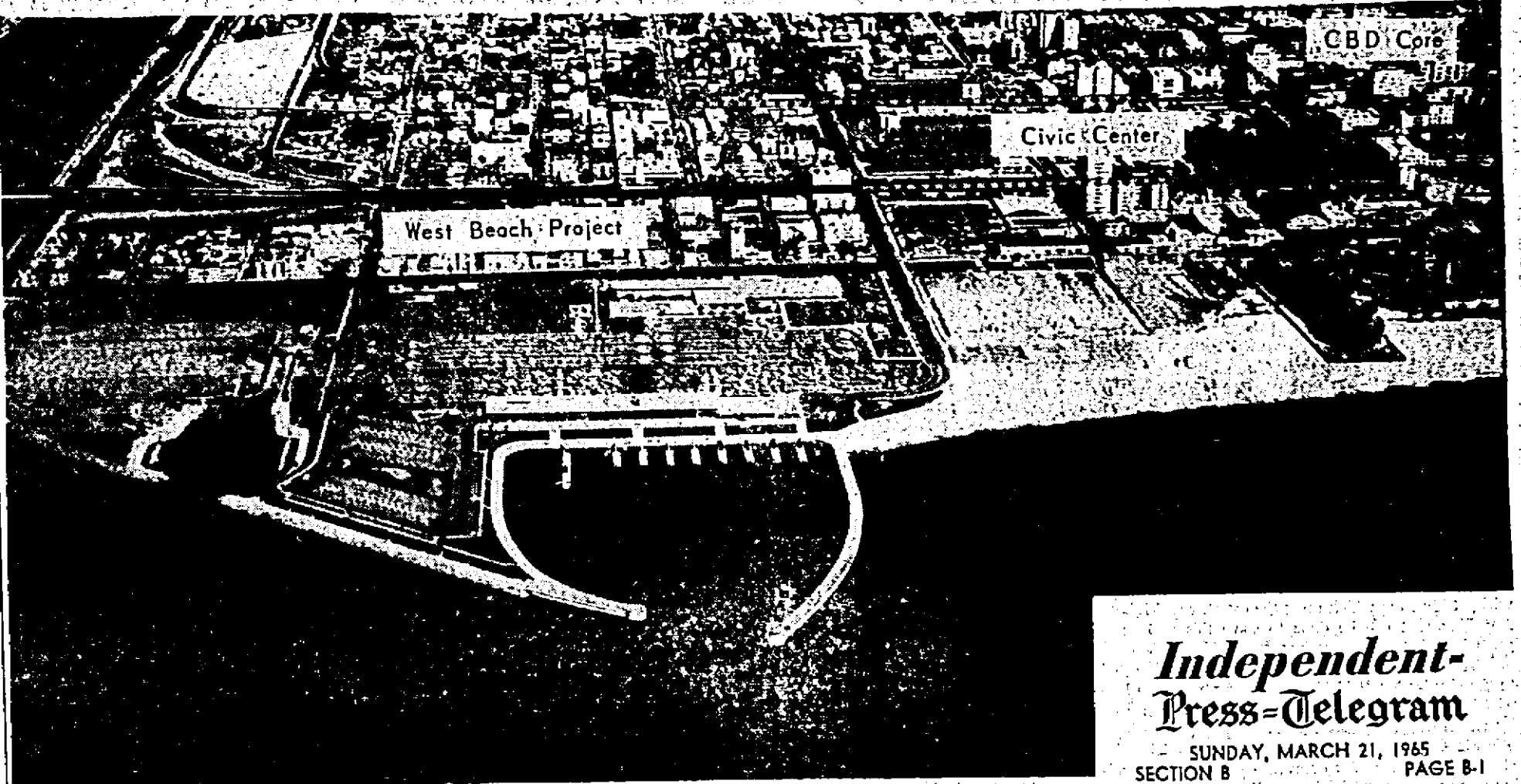
We all had our fun and departed, the shovel-wielders glad that bulldozers and not they had to do the real job of excavation. The spot where the light digging was done was well-turfed and didn't break easy.

**ANSWERING** a query: That underground work on E. Seventh St. and Garden Grove Blvd., recently was the telephone company, installing new cables between the company's terminal office on E. Seventh and the Alamitos office out in Orange Co.

The tunnels under the highway were already there and it had been a job pulling the new cables through and hooking them together. During the work, trucks were parked at manholes and driving the street required a sort of slalom operation.

This job is slated to be finished early this week. More work of the kind will be done in Long Beach in April. Steady growth of the area's population and business keeps the phone co. hopping so that everybody who wants to can keep talking.

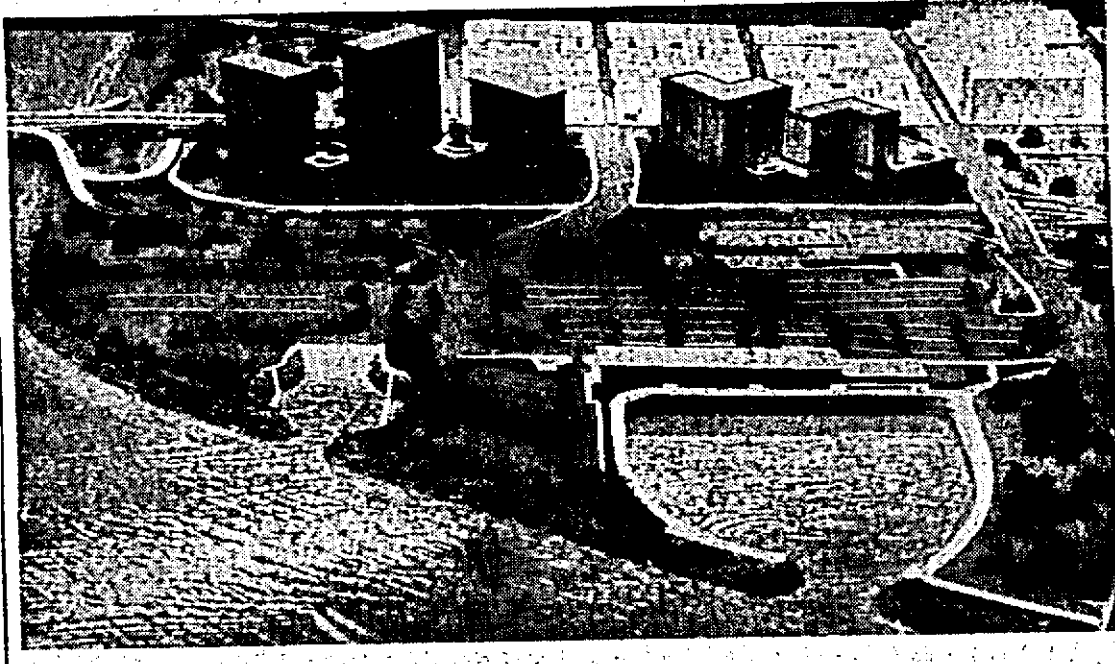
# Shoreline Renewal Project Moves Ahead



WEST BEACH PROJECT IN RELATION TO CIVIC CENTER AND CENTRAL BUSINESS DISTRICT

**Independent-Press-Telegram**

SUNDAY, MARCH 21, 1965  
 SECTION B PAGE B-1



MODEL OF WEST BEACH URBAN RENEWAL PROJECT

## 40% of West Beach Area Set Up for City Purchase

Urban renewal is traditionally one of the slowest of municipal programs, but Long Beach's West Beach project continued to pick up momentum last week in the signing of options and purchase agreements.

More than 40% of the 21 acres is now committed for immediate sale to the Long Beach Redevelopment Agency, officials reported.

If the agency manages to approximate the schedule it has set, construction of the first high-rise building will be started within five years from the City Council's adoption of a resolution designating the area for redevelopment. That was in September 1962.

**THE FIVE-YEAR** interval compares with 18 years for the Bunker Hill project in Los Angeles, where first construction is scheduled late this month.

Other cities have spent almost as long on projects that have not yet reached the excavation stage.

There are still some indefinite factors in the West Beach project. But James H. Brubaker, urban renewal director and secretary of the Redevelopment Agency, believes the 1967 building goal can be met if there are no legal complications and if the city goes ahead promptly with its far-reaching downtown shoreline improvement plan.

The latter is already well advanced in property acquisition and in approval of tideland-oil expenditures.

**THE SHORELINE** transformation is seen by Brubaker as a vital factor in attracting competitive bids from private investors or builders for purchase of the land for high-rise development.

Meanwhile the agency's schedule calls for receipt of proceeds from the \$9,485,000 bond issue, already sold, before the end of this month.

Other items on the timetable: First demolition, May or June, 1965. Complete site clearance, first quarter of 1966.

## Long Beach, L.A. Area Again Leads in Building

**WASHINGTON** — For the third consecutive year, the Los Angeles-Long Beach metropolitan area headed the nation in residential construction in 1964.

The Department of Commerce reported that 88,304 family units were constructed in the area last year. This represented one out of every 14 units built in the nation.

The Southland area edged out New York in 1962 and has held the lead since. New York was second last year and Washington, D.C., was third.

An increasing trend towards apartment construction in Southern California was shown in the report. Multiple family units were twice the number of single-family homes built in 1964. This was counter to the nationwide trend, in which apartment construction dropped 2% in 1964 and accounted for 35% of total residential building.

Of the Southland total, 23,612 units were single family homes, 7,992 were for occupancy by two to four families and 56,700 units were in building for five or more families.

**\$310,000 Traffic Plan Told**

A \$310,000 project for improving the traffic flow on 6.5 miles of Lakewood Boulevard is scheduled for next October, state highway engineers have announced.

Extending from the Traffic Circle in Long Beach to Alondra Boulevard in Bellflower, the contract will provide for left-turn lanes at intersections where none now exist, better highway lighting and traffic signals with volume-density controls and pedestrian inter-vals.

## Course Set in Nursing by LBCC

Applications for admission to the one-year Vocational Nursing curriculum are now being taken at the Business and Technology campus of Long Beach City College, 1305 E. Pacific Coast Highway.

To meet the State Licensing Board's new 48-week course requirement, the City College VN course will now begin on June 21 with a six-week summer session, continue through the 1965-66 school year and conclude with another summer session.



UNSIGHTLY ALLEY IN DISTRICT TO BE UPGRADED



STREET IN AREA TO BE REDEVELOPED



AARON WABASH  
 New Planner

## Wabash Gets Planning Post in Long Beach

Aaron Wabash is a newly appointed planning associate in the Long Beach Planning Department. A registered architect and a veteran in public service, Wabash was formerly on the staff of the Los Angeles County Regional Planning Commission and later planning architect for the city of Los Angeles. He is a specialist in the evolution of the central business district.

Long Beach City Council has approved an agreement under which the city will reimburse the state to the extent of \$52,000 for the traffic signal betterments. State funds will pay for the rechanneling and also for a portion of the signal work.

State engineers are drawing the plans and will award a contract in October. The state will also assume responsibility for maintaining the traffic signal system, sharing the cost with the city.



# Yesterday's Pro Better Trained

By EARL WILSON  
NEW YORK — "I've always hated to hear people say, 'In the old days,'" Doug Fairbanks Jr. remarked the other day.

"But it does seem to me — it appears — that in the show business world, there's less training, less discipline and less professionalism insisted upon than there used to be!"

Dapper Doug, 56, who says he's "more or less retired" from acting, had come back from Mexico where he'd done that recent TV show, an Alcoa Preview for ABC with Brigitte Bardot among other comparative youngsters.

"Brigitte wasn't," he smiled tolerantly, "always prompt about getting on the set—but then I'm an old pro. I started acting when I was 13 and started producing for myself at 24."

"YOU SAY the youngsters aren't as disciplined or punctual," I broke in. "What about John Barrymore? Didn't he go on stage drunk? Didn't he have his lines written on blackboards because he couldn't remember them?"

"Ah, yes," nodded Fairbanks, "but that was when he was on the downgrade."

"When he was younger, he took coaching for three months before he did 'Richard III' and 'Hamlet.' And you from acting, had come back from Mexico where he'd done that recent TV show, an Alcoa Preview for ABC with Brigitte Bardot among other comparative youngsters."

"Brigitte wasn't," he smiled tolerantly, "always prompt about getting on the set—but then I'm an old pro. I started acting when I was 13 and started producing for myself at 24."

FAIRBANKS heads a business development company which keeps him darting to Washington, Cleveland and Pittsburgh — and generally keeps him from acting.

"Anyway, I decided to get into business a long time ago when I saw some great actors who'd stayed acting too long and were practically paupers."

"My good friend Larry Oli-

vier says I'm not dedicated. He's right!"

Fairbanks said Olivier introduced him to Marilyn Monroe in London. "Marilyn said, 'Oh, we met before, at Bill Goetz's house in Hollywood,'" he recalled. "I didn't remember meeting her. But my wife did. She said, 'Oh, yes, Marilyn was in a bright red dress.'"

"Maybe I'm not too good at remembering people," Fairbanks grinned. "Once in London I said, 'Who's that little fellow in the RAF uniform?'"

"I've seen that fellow before. My wife said, 'That's Lawrence of Arabia — and the other time you saw him you didn't remember him, either!'"

**TODAY'S BEST LAUGH:** Nonnee Cuan reports that the Las Vegas fire department doesn't allow smoking in any night club where Joe E. Lewis is breathing his jokes.

**WISH I'D SAID THAT:** "My husband selects all my hats," a woman announced. "That's early, brother! I bring them all home—and then he throws out the ones he doesn't like."

**REMEMBERED QUOTE:** "The only way to fight a woman is with your hat. Grab it and run." — John Barrymore.

**"EARL'S PEARLS:** Ohio state legislator Tenmyson Gayer claims he spotted this sign on an office of a Justice of the Peace: "Are You Fit to Be Tied?"

Comic Archie Robbin's 92-year-old grandfather married a 26-year-old girl, and friends wondered why he hadn't chosen someone nearer his own age. He explained: "I'd rather smell perfume than town age."



DOUG FAIRBANKS JR.  
Partly Retired

## Jonathan Winters Signed For Dad Role in 'Oh Dad'

Jonathan Winters has been voices and characterizations, signed to enact the most unusual role of his career in "Dad," dead for six years but "Oh Dad, Poor Dad, Mama's stuffed and cared for by Hung You in the Closet and "Mama," whom he accom-

plished. The film pines on all of her far-flung version of Arthur Kopit's excursions.

The comedian ions already-Winters, a man of many signed stars Rosalind Russell, Robert Morse, Barbara Harris in the be expensive. Better let one color comedy, to be directed of the reliable service firms by Richard Quine on location you find in the Classified sec- in Jamaica, B.W.I., beginning tion do it. Turn back now. April 15.

**NATIONAL SKATING DERBY**  
WED., MAR. 24, LONG BEACH CIVIC AUDITORIUM, 8 P.M.  
**ROLLER GAMES**  
LOS ANGELES THUNDERBIRDS VS. DETROIT DEVILS  
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## COME SEE SANTA FE's MOST MODERN TRAIN EXHIBIT

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There's nothing like a train for having fun—so come see us this Monday, March 22, and Tuesday, March 23, and learn all about Santa Fe's most modern passenger service.

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EDITORIAL

# Quick Selection of Freeway Route Is Imperative

A REPORT TO THE CITY from the Metropolitan District Highway Engineer (story on Page A-1) once again emphasizes the desirability of choosing a definite route for the Pacific Coast Freeway across Long Beach as soon as possible.

A careful reading and analysis of the report in conjunction with the large volume of data previously released also leads to the conclusion that the Orange route — which goes over the tip of Marine Stadium and generally crosses town between Eighth and Eleventh Streets — has the greatest likelihood of being chosen by the State Highway Commission.

It is to be hoped that the Commission will receive recommendations from the State Highway Engineer on the route in this area in the next month or so. An early choice of route by the Commission could then follow. This would have the effect of lifting a burden of uncertainty which now hangs over the heads of residents along the various study routes.

AS HAS BEEN POINTED out before, it is difficult for residents and businessmen in the area south of Pacific Coast Highway to make plans for the future without knowing which route the freeway will follow. Anything that can be done to solve this will be of great benefit to these persons.

There are several points in the report submitted to the city by Mr. E. T. Telford, the Metropolitan District Engineer, which should clear up questions raised by citizens.

First, Mr. Telford points out that some 24 to 31 streets would go under or over the freeway, depending upon which route is chosen. But he also indicated that this plan could be altered, after consultation and study by the city, to open up additional streets, if desired.

Mr. Telford also pointed out that present plans call for sections of the freeway to be depressed and sections to be on viaducts. This too, he said, would be subject to precise design study by city and state engineers after a specific route is chosen. The indications in Mr. Telford's letter, and in previous public statements he has made, are that the depressed areas probably would be generally in the residential sections of the city while the viaduct portions would be necessary in the vicinity of the recreational area in the east and the downtown business district and Los Angeles Flood Control crossing in the west.

IN ASSESSING the effect of the various routes on schools, parks and public buildings it is apparent that the Orange route does the best job of avoiding these facilities. Some of the others (all except for the Brown-Orange route alternate) would require taking of school, park or church property.

In the critical Colorado Lagoon-Recreation Park area, the Orange route again comes out best. The only dislocation it would cause is the moving of some swimming beach — without cutting down on the amount of beach — in Colorado Lagoon and the bridging of an unused tip of Marine Stadium. In addition, this alignment would skirt the Alamitos Heights residential area at the bottom of the hill on the south and would make the maximum use of the old Pacific Electric right-of-way. Viaduct construction through the Lagoon area would allow parking underneath the freeway for those using the recreational areas.

In contrast the Dash-Green line down Seventh Street would go through Alamitos Heights, cut off parts of both the nine and 18-hole Recreation Park Golf Courses and come closer to Wilson High School.

The Red Route down Pacific Coast Highway would damage businesses and residential areas during construction, would cut through the Alamitos Heights residential area and take part of the 18-hole golf course. Neither of these routes, however, would make the courses unusable.

WE RECOGNIZE THAT EMOTIONS often get involved in discussion of freeways, but there are some hard facts that also should be kept in mind.

This section of freeway through Long Beach is near the middle of a 150-mile long project which is already under construction in other areas. It is on a state master plan voted by the legislature. Obviously the freeway cannot be constructed from both ends toward Long Beach and then quit when it hits our boundaries.

The greatest service we all can perform for our community is to help the proper authorities select the best route possible and with the greatest speed. Delay will cost this community in terms of mental uncertainty as well as financially.

## FAST LIFE

### Political Chickens

By HARRY KARNS

DEAN BURCH predicts that before long a lot of the Great Society's chickens will come home to roost. On the other hand, there won't be many left to come home if Lyndon keeps putting two in every pot.

AS THEIR ANSWER TO LBJ's government-by-hand-out, the Republicans offer an enlightened, substantial, progressive program of social and economic assistance.

THERE WAS A PRO-AMERICAN demonstration in front of one of our embassies abroad the other day, and we presume the State Department has dispatched an apology to the Russians.

THEY SAID Ray Bliss, the incoming Republican chairman would come up with something new, and he has. He proposes to base political criticism on facts.

THE INTERNAL REVENUE SERVICE announces that its new computer system is a success. At least from the viewpoint of the Internal Revenue Service.



JIM M'CAULEY

# GOP Victory in State Senate Race Jolts Pat Brown Regime

SACRAMENTO—Loss of an obscure cow-county Senate seat last week has jolted top Democrats in the Brown administration.

Reason: No. 1 issue was Brown administration fund-juggling.

Everything should have been against the Republican contender, Sen-elect Fred Marler Jr. The GOP hadn't occupied the senate seat in Shasta and Trinity Counties since 1936.

Marler's opponent was hand-picked by Gov. Brown. And the Democrats enjoyed a two to one registration edge.

The Democratic candidate, Jack Halpin, was figured early to win in a breeze. He was a former superior court judge, and had been chief deputy director of the powerful State Finance Department — the administration's top agency.

"The contest strictly was 'for-Brown' versus 'against-Brown,'" according to Assembly GOP Minority Leader Bob Monagan.

In the middle of the campaign, the issue exploded over whether it was proper for the administration's State Finance Department to divert appropriated funds to start new programs not authorized by the legislature.

The state may as well resort to one-man executive rule if the administration violates the principle of following legislative intent, lawmakers charged.

Halpin was in the State Finance Department when the fund-juggling occurred and early in the campaign claimed credit for the unauthorized new programs that resulted. Marler stressed fund-juggling repeatedly.

The results are a stunning repudiation of administration fiscal policies, according to one line of reasoning.

Rough-and-tumble of the campaign has also left some

## WHAT OTHERS ARE SAYING

I think it's quite natural that the Republican leadership would come to the defense of a military involvement that actually began in 1954.

—Sen. George S. McGovern, speaking of Republican reaction to government policy in South Viet Nam.

It's no longer a question of whether virus causes cancer but rather which of the cancers are caused by virus.

—Dr. Warren Bostick, California medical authority. I have long felt that capi-

deep scars that extend all the way to the Sacramento Governor's Mansion.

When upstart Marler started to make inroads against the veteran Halpin in the middle of the campaign, Halpin realized that his close ties with Gov. Brown had become a liability. Halpin began to under-cut Brown to build political popularity.

Halpin did this by making a public political confession regarding the governor's "bare-bones budget," a record spending program that he personally helped prepare.

In district campaign talks, Halpin declared that he helped chop \$5 million out of the budget while he was in the State Finance Department.

And he added that he would like to see another \$100 million in unnecessary and obsolete projects sliced from the \$4 billion budget which he helped prepare.

Halpin thus tore out the props from the governor's own claim that his massive spending proposal is a bare-bones budget.

But even worse, in losing the election Halpin inadvertently raised the question as to whether Gov. Brown personally still is a winning political personality.

## LBj Using Republicans

WASHINGTON—The leadership of the Republican party in the Senate has certainly misinterpreted the function of a minority party. It has, unfortunately, relieved the Democratic party — the majority party — of full responsibility for the unprecedented piece of legislation on voting rights which President Johnson has recommended for immediate passage by both houses.

The President, on the other hand, was politically smart in shifting much of the burden of drafting the legislation to the Republican party leaders. For he thus diverted attention from the split in his own party, and is able now to claim that the measure has bipartisan support.

But history shows that bipartisan support rarely results in bipartisan credit and that the efforts of a minority party in such instances are never appreciated at the polls. If a piece of legislation is popular, it is the party that put it through Congress which usually gets the votes of approval at election time.

BOB HOUSER

# Women Voters Unit Queries L.B. School Board Aspirants

L.P.T. Political Editor

"VITAL INTEREST" is the common ground of all eight candidates for the Board of Education in the Long Beach Unified School District in stating their reasons for becoming candidates on a questionnaire conducted by the Long Beach League of Women Voters.

The eight are vying for two seats at the election April 2. They are: Marvin R. Allen, of 2808 Charlemagne Ave., an aircraft inspector and substitute teacher in the Bellflower District; Andrew H. Baird, of 6000 Los Arcos St., real estate man; Dale B. Deatherage, 841 Terrace Ave., attorney; M. A. (Bud) Duncan, 1505 Armando Ave., incumbent; Mrs. Elizabeth Hudson, 100 Atlantic Ave., incumbent; John D. Lee, of 1929 Locust Ave., tax reform advocate; Mrs. Margarette Nicholson, of 6533 Rose Ave., housewife; Wilbur R. (Bill) Richardson, of 3711 Poppy St., teacher in Los Alamitos District.



HOUSER

Copies of the 12-question LWV survey are available for the asking at the local league office, 724 Atlantic Ave.

Meanwhile, here is a summary of some of the questions and answers.

WHAT'S THE MAJOR problem confronting the district? ALLEN: Too much suspension of students for minor infractions, encouraging rather than remedying the dropout problem. BAIRD: A progressive policy to replace incumbents' resting on their laurels. DEATHERAGE: Keeping pace with expanded technology; installing benefits and responsibilities of citizenship. DUNCAN: Keeping costs under strict control for greatest dollar value in quality education. HUDSON: Careful spending. LEE: Broader, more equitable tax base than local property; bureaucrats and anti-democracy elements controlling the board. NICHOLSON: Society's apathy in solving problems; providing answers to P-TA problem. RICHARDSON: Improving curriculum and quality education without property tax hikes.

All challengers favor some evening meetings of the board, except Mrs. Nicholson, who had no comment. Incumbents Duncan and Hudson said there are good arguments both sides, would welcome more discussion.

Federal aid to education? Allen and Lee flatly favor such aid. Deatherage opposes. Richardson has "mixed emotions," but gives generally negative answer. Baird, Duncan, Hudson favor with care to preserve local control. Nicholson suggests finding legal means to keep federal tax dollars at home.

Candidates are almost unanimously against a local tax override. Duncan would refer to voters if one became necessary. Hudson said if override necessary, she would suggest election and would vigorously support. Nicholson did not respond.

VIEWSON SPECIAL programs for culturally less-advantaged, educationally handicapped and vocational programs? ALLEN: Favor, but spend most on average child. BAIRD: Yes. DEATHERAGE: Yes, on funds-available basis; primary concern with educating children, including handicapped; reevaluate other programs. DUNCAN: Favors justifiable programs, with educational opportunity and need the criteria. HUDSON: Favors any justified program. LEE: Would expand the programs within bounds of financial responsibility. NICHOLSON: Past programs generally good; wonders if enough done for retarded. RICHARDSON: Keep them but scrutinize and reevaluate periodically.

Budget areas for cuts or expansions? BAIRD: Cost and duplication reduction now being looked into — proved could have been done years ago. DEATHERAGE: Possible cut in "community service" areas, activities not primarily for pupils; possible expansion in teacher salaries, with high beginning level. DUNCAN: District now ending one phase of broad program of cost reduction — 85 jobs eliminated. HUDSON: Possibility of further cuts, without seriously damaging program, is subject of current two-year survey. LEE: Save by combining board election with general election; eliminate frill and time-killing classes; curtail community services; better use of plant, personnel. NICHOLSON: Consider 12-month school year; more charge for adult evening classes.

WHO SHOULD SELECT school books? General agreement among candidates that responsibility should be shared among teachers, lay committees and school board. Hudson adds, "final decision rest with the Board..." Lee says educators, guided by specialists in major subjects should select.

Role of the professional teacher organization in determining educational policy? General agreement here that there should be a free exchange of ideas and suggestions between Board and such teacher groups. Deatherage adds Board must also consider other segments such as parents and taxpayers. Nicholson adds students should be urged to make constructive suggestions. Richardson says these groups can offer suggestions but final say lies with Board.

# Public Forum

## Letter From the Birmingham Jail

EDITOR:

The letters in the March 16 Public Forum on the subject of civil rights demonstrations are no doubt sincere expressions of the feelings of their authors and deserve consideration. May we answer them with quotations from the letter from Birmingham Jail by the president of the Southern Christian Leadership Conference, whose book "Why We Can't Wait" clarified our thinking on this problem?

"You express a great deal of anxiety over our willingness to break laws. This is

certainly a legitimate concern. Since we so diligently urge people to obey the Supreme Court's decision of 1954 outlawing segregation in the public schools, at first glance it may seem rather paradoxical for us consciously to break laws. One may well ask: 'How can you advocate breaking some laws and obeying others?' The answer lies in the fact that there are two types of laws; just and unjust. I would be the first to advocate obeying just laws. One has not only a legal but a moral responsibility to obey just laws. Conversely, one has a moral responsibility to disobey unjust laws. I would agree with St. Augustine that 'an unjust law is no law at all.' ...

"An unjust law is a code that a numerical or power majority group compels a minority group to obey but does not make binding on itself. This is difference made legal. By the same token, a just law is a code that a majority compels a minority to follow and that it is willing to follow itself. That is sameness made legal. A law is unjust if it is inflicted on a minority that, as a result of being denied the right to vote, had no part in enacting or devising the law. ...

"Sometimes a law is just on its face and unjust in its application. There is nothing wrong in having an ordinance which requires a permit for a parade. But such an ordinance becomes unjust when it is used to maintain segregation and to deny citizens the First-Amendment privilege of peaceful assembly and protest."

MR. & MRS. JOHN G. DAYTON  
4409 Graywood Ave., Lakewood

## Thanks From Student Marchers

On behalf of the Long Beach Area Friends of the Student Non-Violent Coordinating Committee and the hundreds of citizens, Negro and white, who peacefully marched and demonstrated in protest against the brutality and injustice in the Deep South and in memory of the murdered Rev. James Reeb, we wish to thank the Long Beach Independent, Press-Telegram for cooperation in interpreting to the community our strong feelings and commitment.

We will continue to lend our efforts to the fight for equality and human rights in a non-violent and peaceful manner.

SAUL STOLZBERG  
Long Beach Area Friends of S.N.C.C. 205 E. Broadway

## Urges Vote for Hudson-Duncan

EDITOR:

About 54% of the county tax dollar goes to the school district. It is clear that the Board of Education elections are very important, although they may not have the glamour and the publicity of a national election.

Since several of the contestants are closely identified with the irresponsible radical right, it behooves all citizens to strongly support the incumbents who have proved themselves to be able, competent, realistic, and supporters of good education. Mrs. Hudson and Mr. Duncan deserve the support of all who desire good education.

SAM PLATT  
5855 El Jardin St.

INDEPENDENT Press-Telegram

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# 65 or Older? Last 4 Days to Enroll!

## You can have this HEALTH/ACCIDENT INSURANCE if you join before midnight, March 24th!

### What about "medicare"?

Do you realize that the proposed social security hospital plan,\* if passed, is not scheduled to start providing benefits for people 65 and older until July 1, 1966. *More than a year away!* And there is no provision for husbands or wives under 65. That is why we have opened enrollment for GOLDEN 65, to give everyone 65 and older—and their husbands or wives under 65—the protection they need *now* and in the months ahead.

\*"The King-Anderson Bill"—H.R.1, S.1 (sometimes called "medicare")

### You still have time to join!

If you mail your enrollment blank before midnight, Wednesday, March 24, you can have the kind and amount of GOLDEN 65 health and accident insurance you need! Everyone 65 and older will be accepted, and if you have a husband or wife under 65, both of you are eligible to join—regardless of past or present health. But you must act *now*. This enrollment period will end March 24th, so protection for all can begin April 1st.

As a member of the GOLDEN 65 family of policyholders, you will enjoy new peace of mind, knowing you are protected *now* and in the months ahead. Then, if and when any limited social security hospital plan does go into effect, you can rest assured knowing that Continental intends to offer whatever additional benefits you will still need, so that you can continue to have the most complete health insurance protection available.

GOLDEN 65 is the famous health and accident insurance that has

brought a new feeling of independence and security to hundreds of thousands of policyholders. It is backed by one of the world's largest insurance companies, currently paying out over a *million dollars a week* to folks 65 and older.

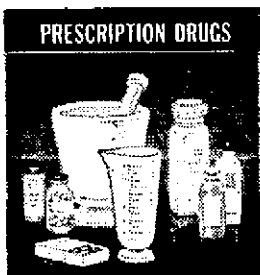
**MARRIED COUPLES**—Husbands or wives of those who enroll in GOLDEN 65 now may also join any or all plans even if one is under age 65.

**SONS AND DAUGHTERS**—You may enroll your parents or relatives. Their signatures are not required. And if you declare someone 65 or older as a dependent on your Federal Income Tax, premiums are 100% deductible.

**YOUR GUARANTEE**—Your policy cannot be canceled, or changed, or premium increased as long as you pay your premiums, unless it is done to *all* policyholders in your state. You may cancel at any time. **Money Back Guarantee:** After you get your policies, if you are not 100% satisfied, you can return them within 10 days for a full refund.



**HOSPITAL EXPENSES**  
Provides for hospital stays from the very first day of confinement.



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Provides for any and all prescription drug charges.



**OUT-OF-HOSPITAL EXPENSES**  
Provides for hospital care for you as an out-patient.



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Provides for doctor's hospital visits, house calls and office visits.



**SKILLED NURSING HOME**  
Provides for confinement expense and care in a Skilled Nursing Home.



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Provides for surgery of every type in or out of the hospital.

# GOLDEN 65

## HOSPITAL / SURGICAL / MEDICAL INSURANCE

Everyone 65 or older accepted regardless of past or present health. Husbands and wives can both join, even if one is under 65.

CHOOSE THE BENEFITS YOU NEED AND JOIN ANY OR ALL 3 PLANS—PROTECTION STARTS APRIL 1st!

### 65 plus

Gives you basic hospital-surgical protection for only \$8.00 a month

- Pays the actual cost of hospital room and board up to \$10.00 a day for as long as 31 days for each sickness or accident.
- Pays the actual cost of hospital extras up to \$100.00 maximum.
- Pays for surgery of every type in or out of the hospital on a schedule from \$5.00 to \$200.00. (Example: \$5.00 for removal of toenail; \$75.00 for broken thigh bone; \$200.00 for removal of prostate.)
- You are *immediately* protected for accidents which occur or sickness which originates after the effective date of your policy.
- You are also protected for conditions you had before your policy was issued, provided the hospital confinement begins—or a surgical operation is performed—after your policy has been in force for six months.

\*Exclusions: see paragraph below.

### \*Exclusions for 65 PLUS; 10,000 RESERVE; 5,000 MEDICAL plans

You are covered anywhere in the world against all kinds of injuries or illness except those caused by war or mental illness; or covered by Workmen's Compensation or Occupational Disease Law, except in West Virginia; dental care; pregnancy, childbirth or miscarriage; losses for which benefits are payable under a federal or state welfare program or confinement in federal government hospitals, except in California and New Jersey; confinement in Veteran's Administration hospitals; confinement in local government mental or tuberculosis hospitals; and, in Louisiana, Texas and Tennessee, treatment or service for tuberculosis. Note: not available in North Carolina.

### 10,000 reserve

Gives you major expense protection for only \$12.50 a month

Each calendar year after your eligible expenses have reached \$500, the 10,000 RESERVE plan will pay 75% of all further eligible expenses, during the calendar year, up to \$10,000 lifetime maximum.

#### Pays 75% of these eligible expenses

- Up to \$25.00 eligible expense for room and board for each day of hospital confinement.
- Provides as eligible expense all necessary hospital expenses while hospital confinement.
- Up to \$10.00 eligible expense a day for each day of Skilled Nursing Home confinement up to a maximum of \$1,000.00 eligible expense for each calendar year (or up to \$1,500 if there has been no prior hospital confinement during the calendar year.)
- Provides as eligible expense surgery of every type in or out of the hospital on a schedule from \$5.00 to \$300.00. (Example: \$5.00 for removal of a wart; \$100.00 for varicose veins; \$300.00 for removal of lung.)
- Up to \$4.00 eligible expense a day for one visit of a doctor for every day while confined in a hospital or skilled nursing home.
- You are immediately protected for any accident that occurs or sickness that commences after the effective date of your policy.
- You are also protected for conditions you had before your policy was issued, provided your hospital confinement or skilled nursing home confinement begins after your policy has been in force at least six months.

\*Exclusions: see paragraph at left.

### 5,000 medical

Gives you out-of-hospital protection for only \$5.00 a month

Each calendar year after your eligible expenses for out-of-hospital costs have reached \$100, the 5,000 MEDICAL plan will pay 75% of all further eligible expenses, during that calendar year, up to \$5,000 lifetime maximum.

#### Pays 75% of these eligible expenses

- Up to \$6.50 eligible expense a day for doctor's house calls and \$5.00 a day for visits to doctor's office.
- Up to \$6.50 eligible expense a day for one home visit of a Visiting Nurse.
- Provides as eligible expense all hospital expenses for care received as an out-patient.
- Provides as eligible expense full cost of prescription drugs.
- Provides as eligible expenses costs of blood and blood plasma, artificial limbs, rental of wheel chair, hospital bed or iron-lung, oxygen and rental of equipment for its administration, initial cost of trusses and crutches.
- Provides as eligible expenses cost of diagnostic laboratory and X-ray procedures on a schedule. (Example: \$2.00 for routine urinalysis; \$8.00 for abdominal X-rays; \$12.00 for EKG; \$24.00 for upper G-I Tract.)
- You are immediately protected for any condition except those for which you have had medical treatment or advice prior to the effective date of your policy. Such pre-existing conditions are covered when loss commences after your policy has been in force six months.

\*Exclusions: see paragraph at left.

For the purpose of satisfying your deductible and calculating benefits payable for 10,000 RESERVE and 5,000 MEDICAL, the first calendar year is that period commencing on the effective date of your policy and ending December 31st of the same year in which your coverage became effective; after the

first year, each calendar year is from January 1st through December 31st. Eligible expenses incurred during the last 90 days of the first calendar year, which are used to satisfy the deductible in the first year, will be counted toward the deductible of the next calendar year.

NOTE: If you are under 65 be sure to answer the spouse question on the application blank to show that you are eligible to join.

## JOIN NOW! Enrollment ends March 24th!

Place this application with check or money order in an envelope. Mail to Continental Casualty Co., 310 South Michigan Avenue, Chicago, Illinois 60604.

### APPLICATION TO CONTINENTAL CASUALTY COMPANY

Please Type or Print All Information Shown

Insured's First Name		Initial	Last Name
Deliver Mail in Care of (if any)			
Street Address			
City		State	Zip Code
Date of Birth	Sex	Is Your Spouse Applying	
Month Day Year	<input type="checkbox"/> Female <input type="checkbox"/> Male	For, or Holder of, a Golden 65 Policy <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant's Signature			
OZ-18223-C			

Fill out this application, check the desired coverage. Enclose your check or money order payable to Continental Casualty Co.

- ☐ \$25.50 monthly all "Golden 65" plans
- ☐ \$20.50 monthly 10,000 Reserve, 65 Plus
- ☐ \$17.50 monthly 10,000 Reserve, 5,000 Medical
- ☐ \$13.00 monthly 65 Plus, 5,000 Medical
- ☐ \$12.50 monthly 10,000 Reserve
- ☐ \$8.00 monthly 65 Plus
- ☐ \$5.00 monthly 5,000 Medical

If you now have any of the Golden 65 Plans please write your present policy number here.

Place this application with check or money order in an envelope. Mail to Continental Casualty Co., 310 South Michigan Avenue, Chicago, Illinois 60604.

### APPLICATION TO CONTINENTAL CASUALTY COMPANY

Please Type or Print All Information Shown

Insured's First Name		Initial	Last Name
Deliver Mail in Care of (if any)			
Street Address			
City		State	Zip Code
Date of Birth	Sex	Is Your Spouse Applying	
Month Day Year	<input type="checkbox"/> Female <input type="checkbox"/> Male	For, or Holder of, a Golden 65 Policy <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant's Signature			
OZ-18223-C			

Fill out this application, check the desired coverage. Enclose your check or money order payable to Continental Casualty Co.

- ☐ \$25.50 monthly all "Golden 65" plans
- ☐ \$20.50 monthly 10,000 Reserve, 65 Plus
- ☐ \$17.50 monthly 10,000 Reserve, 5,000 Medical
- ☐ \$13.00 monthly 65 Plus, 5,000 Medical
- ☐ \$12.50 monthly 10,000 Reserve
- ☐ \$8.00 monthly 65 Plus
- ☐ \$5.00 monthly 5,000 Medical

If you now have any of the Golden 65 Plans please write your present policy number here.

Give this extra enrollment blank to your husband, wife or friend.

From the Company that insures more than a million men and women 65 and older. A MILLION DOLLARS IN CLAIMS PAID EACH WEEK TO PEOPLE 65 AND OLDER

## CONTINENTAL CASUALTY CO.

CNA CONTINENTAL NATIONAL AMERICAN GROUP  
Continental Center, 310 South Michigan Avenue, Chicago 60604

General Agent



NATIONAL AGENCIES, INC.  
3663 West Sixth Street, Los Angeles 90005  
385-5396



## Helping Hand

JACK ANDERSON

# Bank Bosses Hold Nation's Purse-Strings

(Editor's Note: The column today is written by Jack Pearson's associate, Jack Anderson.)

WASHINGTON—While two congressional committees have been stirring up headlines with their investigations of banking scandals, a third has been quietly digging into a less spectacular but more significant side of banking—namely, the concentration of economic power in the hands of a few big banks.

The complex manipulations of the money trust may not make as exciting reading as the infiltration of a few racketeers into certain remote banks. But the impact on the economy is far more important. It affects the pocketbooks of millions. The whole pattern of investment and credit, production and prices is influenced by the operations of these powerful banks.

This has been taken up by the house antimonopoly subcommittee in an exhaustive study, which charges that the big banks are getting bigger and extending their control over the nation's money.

An advance, unedited copy of the study, seen by this column, describes how a few banks have been taking over the assets of the nation's financial centers.

"In 32 of the 48 metropolitan areas studied, the four largest banks in 1959 controlled more than 75% of the area assets," the report declares. The trend is still continuing.

In Providence, for example, the four largest banks control 97.6% of the financial assets. In Boston, four

banks control 94.6%, in Atlanta 94.2% of the assets. The Mellon National Bank & Trust alone controls 65.7% of Pittsburgh's money market.

"In small communities," the House study adds, "concentration persists in the form of no-bank or one-bank localities. The one-bank town is prevalent in the United States today. The American Bankers Association estimates that some 11,000 communities are served by one commercial bank... of all communities that have one or more banks, half are one-bank towns."

EVEN MORE alarming is the growing voice that banks have in the management of other corporations.

The House survey found that the 373 directors of the nation's 15 largest commercial banks also held management positions in 1,202 in-

dustrial-commercial corporations, 174 insurance companies, 35 other businesses, and—believe it or not—150 rival financial institutions.

In addition, the 15 banks' 131 officers had management ties with 183 industrial-commercial concerns, 39 insurance companies, 19 other businesses, and 32 rival financial houses.

Morgan Guaranty Trust Company, the nation's sixth largest bank, has a finger in the management of all the "big three" auto makers. On one day, for instance, four financial tycoons—H. C. Alexander, L. F. McCollum, C. L. Burgess and P. C. Cabot—may be voting on policy decisions at Morgan Guaranty.

The next day, they may be helping to determine policy for rival auto companies. Alexander sits on the board at General Motors, McCollum at Chrysler, Burgess and Cabot at Ford.

The conflict of interests is obvious. If Chrysler needs financing to compete with General Motors and Ford, how are Alexander, Burgess and Cabot going to vote when they sit together at Morgan Guaranty?

The busy L. F. McCollum not only serves Morgan and Chrysler, he is also on the board of Continental Oil. Another Morgan director, M. J. Rathbone, helps to decide policy for the rival Standard Oil of New Jersey.

First National City Bank of New York, the nation's third largest, has a voice in the management of three great oil companies. Sitting together on the board of First National are L. D. Welch, C. G. Mortimer, and R. G. Folis who, on alternate days, are serving rival oil companies—Welch at Standard Oil of New Jersey, Mortimer at Socony Mobil Oil, and Folis at Standard Oil of California.

## CAPITAL CAPERS

# There's No Accurate Way to Count Viet Cong Casualties

I. P-T Washington Bureau

WASHINGTON—Fighting a twilight war always produces blurred edges, but one fuzzy facet of the fighting in Viet Nam popped up here last week.

In a speech on the Senate Floor, Sen. Birch Bayh, D-Ind., estimated Viet Cong dead at 85,000.

The same day Army Chief of Staff Gen. Harold K. Johnson told the House Armed Services Committee that there had been about 75,000 Viet Cong killed in the conflict.

Both covered virtually the same period of time.

Gen. Johnson's figure, of course, came from the Army Intelligence Sources. Sen. Bayh's came from the State Department, which apparently uses different information and formulae in computing Communist casualties.

The variation serves only to point out the enormous difficulty in estimating enemy casualties in a conflict where the terrain is so difficult and the foe goes to great lengths to conceal how badly his forces have been hit.

"I've seen women Viet Cong retrieving their dead from a battlefield while under intense crossfire," said an Army officer recently assigned here after field duty in South Viet Nam.

SEN. WAYNE MORSE has launched an anti-poverty program pretty close to home—one floor beneath the Senate Chamber in the Senate Dining Room.

In a recent speech, Morse expressed shock that many dining room employees are paid below the federal minimum wage rate of \$1.25 an hour. For example, he cited the wage of waiters—who make \$1 an hour.

The Oregon Democrat denied that the

waiters supplement their basic wage through tips.

"Senators are not the best tipsters in the world," Morse said. "They may be the best tipsters, but not the best tipsters."

THE FEDERAL Aviation Agency usually concerns itself with keeping airplanes from colliding with one another and gets into politics only when it lades out gobs of federal money to build local airports. Last week, FAA found itself up to its ailerons in politics. It announced that the John Birch Society's national public relations director, former Rep. John Roussellot, would hold a press conference upon arrival in Dulles airport's VIP lounge. Not many minutes later, FAA issued a correction. Roussellot would meet the press in the press lounge, which FAA added was on the airport's lower level.

AS MORE and more congressmen move into offices in the new Rayburn Office Building on Capitol Hill, legends about the \$110 million building continue to grow. When construction started (it seems like eons ago), several congressmen pointed out there was no swimming pool in the building and offered to form a club and pay for it out of membership dues. Speaker Sam Rayburn called the offer "a crazy idea." Shortly before the building was finished, someone at some high level decided to add a swimming pool. When the airhammers cleared away a concrete floor at the site selected, workmen found that a steel supporting structure for a swimming pool already had been built and was ready for the pouring of concrete pool sides. Congressmen are getting an edifice complex from wondering what hidden luxury will turn up next.

## PHIL NEWSOM

# Reds Use Micro-Filmed Nazi Records in Political Blackmail

UPI FOREIGN NEWS ANALYST

WHEN IN 1948 the Russians withdrew from the Allied control council in Germany and in effect set up two Germanies, there remained in the Soviet Zone all the micro-filmed records of the Nazi party.

All West German and allied attempts to attain copies of these records since have failed.

This capsule recall of history is necessary because it bears on current West German deliberations over extensions of the statute of limitations on war crimes beyond the May 8 expiration date.

Refusal of the East German Communist regime to turn over the old Nazi records not only has been a major obstacle in the way of ferreting out war criminals, it also has been a weapon used by the Communists in attempts to discredit the West German Federal Republic.

The tactic has been to wait until some judge, police official or any other person has risen to a place of responsibility in the new republic and then suddenly expose him as a one-time Nazi. This in turn is used as so-called evidence that the West German government

harbors ex-Nazi and war criminals. In truth there has been no tendency under either the governments of former Chancellor Konrad Adenauer or his successor, Ludwig Erhard, to sluff off national responsibility for the deaths of six million Jews under Adolf Hitler or other Nazi war crimes.

Last spring this correspondent sat through a portion of the Auschwitz death camp trials and noted both the vigor of the prosecution and the months of careful investigation which preceded it.

It must also be said that despite the passage of 20 years, these trials occasionally uncover the continuing existence of a Nazi mentality and a few who mourn the passing of Hitler.

Among the German people themselves, the feeling is mixed about extension of the limitation on the war crimes trials. Some believe 20 years is long enough. Others believe they should be continued in the interests of justice and as continuing reminders to older Germans and a warning to those too young to remember that such excesses occurred once and might happen again.

Beginning with the 12

Nazi leaders sentenced to death by the international military court at Nuernberg, the number of Germans sentenced on charges of war crimes now totals about 80,000.

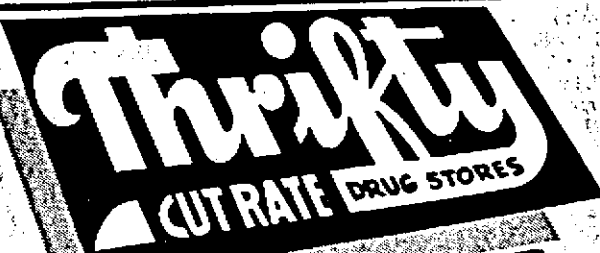
Although Hitler's death is regarded as established, his name remains on the wanted list, as does that of Martin Bormann and others associated with the Nazi gas chambers.

United States, British and French courts sentenced about 5,000 war criminals.

BY THE END of 1954, German courts had sentenced close to 6,000. Proceedings against nearly 14,000 still are pending.

Unsubstantiated reports say the Soviets in 1950 were holding more than 13,000 Germans in prison camps. East German courts sentenced more than 12,000 and Poland and Czechoslovakia have admitted to 16,000 apiece.

The West German constitution, based on the German code of 1871, forbids prosecution for a crime after 20 years unless proceedings are instituted within that time. As a means of "satisfying justice" the West Germans now are seeking a way to amend the constitution,



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**19¢**

Choice of kitchen colors. Exquisite!

**\$5.99 Value! Vinyl Auto Mat**

**\$4.99**

Guaranteed from quality! Easy to install! Sharp spike heels. Carrying color shows right through. Clear or tint.

Get 50 Blue Chip Stamps, too!

**"TOP OF THE TANK" Bathroom Shelf Space Saver**

**\$8.98 VALUE! \$6.99**

Sparkling chrome and white enamel cabinet with shelves. Rest on water tank or mount on wall. Shelves measure 22" x 22". Side wall supports are tubular chrome steel.

Get 50 Blue Chip Stamps, too!

**TOBACCO DEPT. SPECIAL**

**Guilcraft "Jaguar" Slim Compact Butane Lighters**

**\$3.79**

The lowest priced precision manufactured Butane Lighter in the market. Unconditionally guaranteed.

**\$2.99**

**CANDY DEPT. SPECIAL**

**Lady Blair Chocolate Cherries**

**Big 13 Ounce Box**

Delicious top quality whole marshmallows in rich cream fondant, enrobed in high grade milk or dark chocolate.

**42¢**

**12 Ounce**  
**\$1.49 Maalox Liquid..... 88¢**

**Bottle of 24**  
**69¢ Excedrin..... 44¢**

**King Size**  
**98¢ Bromo Seltzer..... 73¢**

**12 Ounce Bottle**  
**\$1.39 Pepto Bismol..... 93¢**

**4 Ounce Hand Lotion with Dispenser**  
**89¢ Lanolin Plus..... 57¢**

**Large Tube Dandruff Shampoo**  
**98¢ Head & Shoulders..... 62¢**

**Price Includes 12¢ Off on Label**  
**\$1.29 Listerine Antiseptic... 83¢**

**Powder or 16 Oz. Liquid**  
**\$1.39 Woolite..... 98¢**

**Hardwood Spring Type**  
**49¢ Clothes Pins BAG OF 48..... 33¢**

**\$1.98 Value! E-Z Sleepers or P.J.'s**

**Infants' \$1.77**

**Sizes**

Summer weight 2 pc. sleepers have gape feet. Choice of washfast prints. 2 pc. pajamas are ankle length with short sleeves and V-neck. Sizes 1-4.

**100% Acrilan Bed Pillows**

**Made by Fruit of the Loom**

**\$2.88**

20 x 26" finished size. Filled with 100% virgin Acrilan fiberfill. Moist and mildew proof.

**\$5.95 Natural Bristle Hair Brushes**

**\$1.97**

Professional style with natural bleached bristles. satinwood block from Italy. Most popular styles.

**Reg. \$12.88 Metal Folding Bed**

**Sturdy Aluminum Frame.**

**\$8.99**

Large 25" x 72" size, comfortable foam mattress. Folds compactly for storage when not in use.

**\$2 Val. Aquamarine Shampoo**

**62¢**

You'll recognize this famous make-up right. Custom conditioning shampoo. crystal clear formula. Dose: 1/2 oz.

**Reg. \$1.29 Vinyl Window Shades**

**99¢**

36" x 66" size, made of durable washable 4 gauge vinyl. Comes with wood roller. White.

**Mother of Pearl Costume Jewelry**

**2 FOR \$1**

59¢ ea. A lovely choice for spring and summer casual wear.

**\$7.95 Value! Men's Leather Billfolds**

**\$3.98**

Slim, trim with 4 window card case. Secret section. 2 spare key holders. 2 outside card pockets.

**TOBACCO DEPT. SPECIAL**

**Guilcraft "Jaguar" Slim Compact Butane Lighters**

**\$3.79**

The lowest priced precision manufactured Butane Lighter in the market. Unconditionally guaranteed.

**\$2.99**

**CANDY DEPT. SPECIAL**


**Lady Blair Chocolate Cherries**

**Big 13 Ounce Box**

Delicious top quality whole marshmallows in rich cream fondant, enrobed in high grade milk or dark chocolate.

**42¢**





high for layup while scoring  
win over Wichita at Portland  
national finals.

AP Wirephoto

(Continued Page C-2, ★ ★ ★)

	G	P
Michigan (50)	8	1
Drexel	8	0
Boysie	8	0
Indiana	10	0
Penn. St.	2	1
Tennessee	2	1
Gleaves	0	0
Lafayette	1	0
Clarkson	3	0
Duke	1	2
<b>Total</b>	47	11

	G	P
UCLA (91)	1	1
Brinksch	1	1
Univ. of	1	1
Michigan	1	1
Headman	12	1
Ross	1	0
Washington	2	1
Utah	2	1
Holman	1	0
Lewis	0	0
Gallagher	0	0
Chambers	0	1
Layton	0	0
<b>Total</b>	31	5

Hallings fouled out, UCLA 47, Michigan 21.  
Fouled out, Boston, 21.  
Boston 0.  
Total fouls: 20 (UCLA 24, Boston 10).  
AP Wirephoto

	G	P
Wichita	1	0
North	1	0
Thompson	1	0
Leach	1	0
Pete	1	0
Cox	1	0
Reed	1	0
Wichita	1	0
Baker	1	0
<b>Total</b>	9	0

	G	P
Princeton	1	0
Hartman	1	0
Bradley	21	0
B. 22	1	0
Rosenfeld	1	0
Wichita	1	0
Wichita	1	0
Wichita	1	0
Wichita	1	0
Wichita	1	0
<b>Total</b>	36	0

Hallings fouled out, Wichita 36, Princeton 21.  
Fouled out, Los Angeles 21.  
Team foul, Princeton 21, Wichita 0.  
AP Wirephoto

## ★ ★ ★ SKY-HIGH BRUI FLY HOME TOD

UCLA'S NCAA basket-  
champions will return  
day via Western Air  
arriving at Los Angele  
International Airport at  
p.m.

The all-tournament  
selections will not be  
nounced until Mon  
morning.



STILL HANDY WITH HIS DUKES

# Teacher Fought Way Into Profession, 1st Job

By ED KENYON  
CARSON—If Harlan Willey hadn't learned to use his fists, he wouldn't be a teacher today.

Willey's fists helped him get an education. And they also helped the Carson High School history teacher get his first job in the Los Angeles City Schools system.

Willey (he pronounces the name WHY-lee because Willie gives students too much ammunition for wise-cracking nicknames) first used his fists to advantage when he joined the Navy out of high school in 1933.

A tall, rangy kid, Willey's long reach helped him win the middleweight championship on the battleship USS California four straight years as well as the runner-up spot in the battleship fleet championships.

IN THESE pre-World War II days, the Navy took boxing seriously. Willey's opponents included a number of former professionals.

Willey took less of a beating in the ring than he did when he left the Navy and went to the University of Alabama on a football

scholarship.

As a defensive end on the frosh team, Willey had to try to stop an end named Don Hutson, later to become one of pro football's all-time greats.

"He was unbelievable," says Willey. "I don't know how many times I was caught flat-footed as he sped on by me. He could fake you out of your shoes."

AFTER ONE YEAR, Willey lined up another scholarship at Louisiana State University, this time in boxing. At LSU, Willey became boxing team captain and middleweight champion of the Southeastern Conference.

Heady with college fistic glory, Willey turned professional, but only briefly. Fighting as "Young Tunney" in the Denver, Colo., area, Willey had won four fights and had signed for a fifth fight when he was approached by the promoter. Willey's opponent was being groomed for the sale of his contract, and a knock-out at this point wouldn't help his sales value, Willey was told.

WILLEY REFUSED the \$100 he was offered to take a dive, won the fight, collected his \$10 purse, paid his handler the customary 25% and left professional boxing forever with his remaining \$7.50.

Then came a brief but highly successful stint as a high school football coach. The United States was plunged into World War II, and Willey applied for a commission. He emerged as a lieutenant commander after serving as a communications officer on Admiral William "Bull" Halsey's staff.

Back in college at the University of Southern California, where he was a teaching fellow while studying for a master's degree, Willey decided his political science coursework needed some practical application. He ran for the Long Beach City Council, but finished third in a three-man race.

Soon afterward, after receiving his master's degree, Willey started his search

for a permanent teaching job.

BEING INTERVIEWED at Dana Junior High School in San Pedro, Willey started telling about education and experience.

"The interviewer told me, 'Never mind about your master's degree, how well can you handle yourself?'" Willey remembers.

"I got the job, but they were interested in my boxing background, not my education background."

The job turned out to be teaching a class of "problem" boys, who had run off three teachers in the previous year. Willey held the job five years, then went to Banning High School in Wilmington, where he remained until Carson High School opened two years ago.

Willey, who still lives in Long Beach at 4565 Gundry Ave., and is the father of two college graduates and a junior high school student, hasn't much occasion to use his fistic prowess these days, he says, but he almost did one day recently.

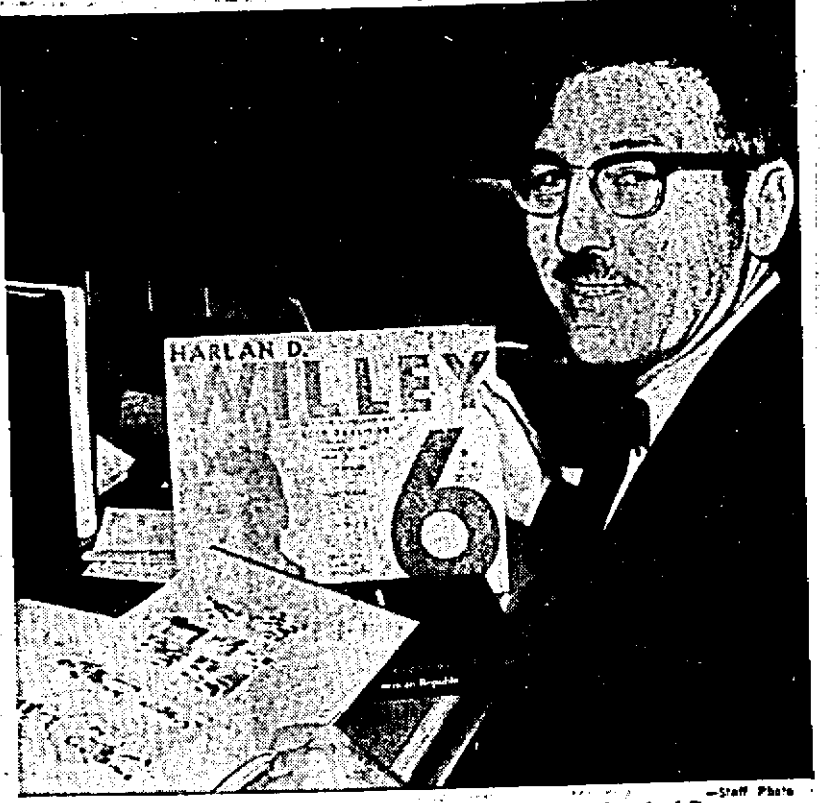
As one of his students related the story: A student who knew he was receiving a failing grade showed up to talk with Willey—and brought a large, husky friend with him.

As the failing student argued heatedly, finally challenged Willey to step outside and meet his friend. Willey removed his coat and his glasses, laid them on his desk and stepped outside.

"All right now," Willey was heard to say. "I can't hit you first, so you'll have to take a swing at me."

The young husky surveyed Willey slowly, all six feet, two inches and 220 pounds of him, then turned and walked away.

Willey walked back into the classroom, put on his coat and glasses and resumed his history lesson.



TEACHER HARLAN WILLEY . . . Combined Brains And Brawn

## Some Unions OK Hudson, Duncan

The Long Beach Building and Construction Trades Council representing 35 unions and more than 25,000 union members this week endorsed Mrs. Elizabeth Hudson and M. A. "Bud" Duncan for re-election to the Board of Education of the Long Beach Unified School District at the school election on Friday, April 2.

"We are pleased and proud to join with other community groups in endorsing Mrs. Hudson and Bud Duncan and in urging all citizens interested in good schools to support them at the coming nonpartisan election," said Wayne J. "Sharkey" Hull, secretary of the Council.

"We believe that it would be highly detrimental to the efficiency of our schools and to the best interest of the citizenry if the district were deprived of their valuable experience and complete understanding on matters affecting public education," the Trades Council endorsement stated.

"THE LOCAL school system has earned national recognition as one of the outstanding public school districts in the United States. Mrs. Hudson and Duncan have contributed outstandingly to the development of our superior school system."

"Mrs. Hudson and Duncan have always strongly supported an effective program in vocational education as well as all other aspects of education within the Long Beach Unified School District."

The affiliated local unions of the Long Beach Building Trades Council are: Asbestos Workers Local No. 5, Boiler Makers Local No. 92, Bricklayers Local No. 13, Carpenters Local No. 710, Carpet and Linoleum Layers Local No. 1247, Cement Masons Local No. 791, Electricians Local No. 11, Glaziers Local No. 636, Housemovers Local No. 923, Ornamental Iron Local No. 792, Reinforced Iron Local No. 416, Shopmen's Local No. 509, Structural Iron Local No. 433, Laborers Local No. 507, Lathers Local No. 172, Lumber and Sawmill Workers Local No. 1407, Millwrights Local No. 1607, Operating Engineers Local No. 12, Painters Local No. 943, Painters Local No. 256, Plasterers Local No. 343, Plumbers Local No. 491, Pile Drivers Local No. 2375, Refrigeration Fitters Local No. 250, Roofers Local No. 72, Sheet Metal Workers Local No. 170, Sheet Metal Local No. 108, Sheet Metal Local No. 420, Shinglers Local No. 1125, Sign Painters Local No. 831, Teamsters Local No. 606, Teamsters Local No. 692, Tile Layers Local No. 18, Tile Layers Helpers Local No. 11, and United Association No. 250.

The committee of 26 Long Beach attorneys has been organized to support fellow attorney Dale B. Deatherage, a candidate for the April 2 Long Beach Board of Education election.

Co-chairmen Donald C. Wallace Jr., John G. Clock, Sterling S. Clayton and Blaine Nels Simons issued a joint statement in which they said it would be "of great advantage" to the school board to have as one of its members "a local attorney, raised in our school system, with the qualifications and ability to further education in the Long Beach Unified School District."

"The present school board," the committee chairman said, "consists of a doctor, a dentist, two businessmen and a housewife. Many of the problems confronting the board today require decisions that could be better understood and made by a man with Deatherage's legal background."

The committee said that the combined tenure of the two incumbents running for re-election (M.A. Duncan and Mrs. Elizabeth Hudson) totals 32 years. "We are firmly convinced," the chairman said, "that a younger, legally-trained, more energetic man is needed."

**Potluck Supper**  
Chapter 17 of Disabled American Veterans and its auxiliary organization will hold a potluck supper Monday, 6:30 p.m., at Veterans and Robert Farnham, Armed Building, 240 W. Broadway.

**Art Course Added by Bellflower High**  
A class in oil painting for beginners has been added to the course list at Bellflower Evening High School. Sessions begin March 30 and will be held each Tuesday from 4 to 5:30 p.m. Donald Moore of the Bellflower High School staff will be instructor.

## Officers Named by Area 'Y'

Paul D. McClaughry, senior partner in the accounting firm of Windes, McClaughry and Co., has been named president of the Long Beach YMCA's Metropolitan Board of Directors.

McClaughry will preside over his first board of directors' meeting Wednesday evening in the organization's office at 600 Long Beach Blvd. He succeeds Norbert W. Dean.

Other executives who will serve for 1965 include attorney Clyde Bronn, educator Dr. Vernon Hinze, and business executive Mills Hodge, all vice presidents; Lewis K. Cox, secretary, and Weldon Parker, treasurer.

George Hanawalt will be assistant treasurer, and Superior Court Judge Beach Vasey and past president Dean will be members at large.

MEMBERS of the board of directors in addition to the executive committee are James A. Bickel, Dr. David L. Bryant, Dr. Ralph Burroughs, Dr. Clark Thomas, Richard Cline, Jack Dalton, John Hanna, Aaron Herrington, Ora Knudson, Harry J. Moore, James L. Murray, Rev. Alec G. Nichols, Eugene E. Tincher, Leonard M. Wise, and Lois Zelsdorf.

The Long Beach YMCA serves Long Beach, North Long Beach, Lakewood, Los Altos, Bellflower, Signal Hill, Dominguez, Los Alamitos, Rossmore, and Hawaiian Gardens, with branches in Bellflower, Lakewood, Los Altos, and North Long Beach in addition to the downtown facility. In addition, it maintains the Camp Oakes facility near Big Bear and the Armed Forces YMCA.

Representatives on the board of the various branches are: Gene Dreckman, camp branch; Paul Williamson, downtown; Ward Trumbull, Lakewood; Robert Volland, Los Altos; Sam Jackson, Los Cerritos; Wesley Belt and Carl Ehmann, North Community, and Dr. Victor Peterson, and Robert Farnham, Armed Services YMCA.

## Candidates to Speak on Peninsula Schools

PALOS VERDES—Candidates for the Palos Verdes Peninsula Unified School District board will speak April 1 at a meeting sponsored by the Peninsula League of Women Voters.

Peninsula voters will ballot on three school board positions in the April 20 election.

Each candidate will be given equal time to present his views before answering questions from the floor. Mrs. Yoshimaro Shibuya, League president, will moderate.

The program will begin at 8 p.m. in the Dapplegray School cafeteria.

## RTCM Will Meet Here

International assembly of the Radio Technical Commission for Marine Services (RTCM) will be held May 5 to 8 in the Edgewater Inn.

RTCM is an international organization made up of users and manufacturers of

marine radio equipment which makes recommendations for marine communication. It is interested in research, engineering, development legislation and education for all types of marine communications and navigational systems.

## PRIME RIB CAPITOL

Serving Choice Prime Rib Dinners for \$1.95. The Tenderloin Restaurant, 4143 Atlantic Ave. Is fast becoming "The Prime Rib Capitol." Join us soon.



## Rivals!

It has often been said that the only logical substitute for a new Cadillac is one that has seen previous service. Whatever you plan to invest in your next car, above all consider Cadillac.

If you are like most people, you hope someday to own a new Cadillac motor car. For Cadillac's continuing greatness in design and engineering has made it one of the world's most desirable and sought-after possessions. But if a new Cadillac is not presently feasible, you should consider the pleasure and satisfaction that would be yours with a late model, previously-owned Cadillac. Your dealer currently offers an unusually wide selection of fine used Cadillacs at a cost in line with that of

many new cars of far less stature and quality. These fine Cadillacs are all in superb condition, and many offer features not yet available on other makes. And from a standpoint of investment, remember that a Cadillac traditionally returns more of its cost at resale than any other car at or near its price. So visit your authorized Cadillac dealer—and let him show you a Cadillac that will fit your budget. Your visit will be the wisest motoring move you ever made. Make it today!

Standard of the World  Cadillac

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**65 OR OLDER?**

You can join

**GOLDEN 65**

**HEALTH ACCIDENT INSURANCE**

SEE PAGE B-8



# Blades Seals in NHL? Don't Laugh

By RICH ROBERTS

It would require an active imagination at the L.A. Sports Arena tonight to picture the last-place Blades and their 7 o'clock antagonists, the fifth-place San Francisco Seals, as big league hockey clubs.

But, by grace of the National Hockey League, they soon will be — perhaps along with four others in an expansion plan that can only cut the quality of major league hockey down to the potency of a diluted daiquiri.

Alf Pike, who bravely admits to being coach of the Blades, joins in the general astonishment that the NHL, after years of running a closed corporation, suddenly should throw open its portals to a full new

division.

"I don't see how they can make it with six new clubs," Pike says. "I think they should start with just L.A. and 'Frisco out here and maybe St. Louis and somebody else back East."

"Then put Chicago and Detroit from the present league in with us and you'd have two well-balanced five-team divisions."

The fact is, almost everybody with common sense agrees that six new teams would be too many, but nobody wants to say it too loudly for fear of being locked out if only two or four are admitted.

Everybody, that is, except the minor league players, who would be delighted to find themselves suddenly carrying big league credentials—with befitting salaries.

"I'd be back in the majors again!" one former NHL player on the Blades said gleefully.

Pike, who played on the last New York Ranger team to win the Stanley Cup in 1939, says tentatively, "Expansion is fine—if they're ready to give us 12 or 14 players. I figure it will take at least that many. Heck, if we had six major league players out there the Bruins or Rangers would have them now."

The latter clubs have been out of contention for years, apparently losing out on a whole generation of top-flight hockey talent dominated by Chicago, Detroit,

Montreal and Toronto.

Even first-place Detroit this season was able to bring 39-year-old Ted Lindsay successfully back to action after four years of retirement.

It is hoped that the NHL governors will soon temper their burst of generosity and concentrate on expanding only into cities that have proven they will support major league sports—say, Los Angeles, San Francisco, Cleveland and St. Louis.

If that pans out, towns like Portland and Seattle with solid minor league franchises but no big league identity could be considered.

Otherwise, big league hockey will be on very thin ice.

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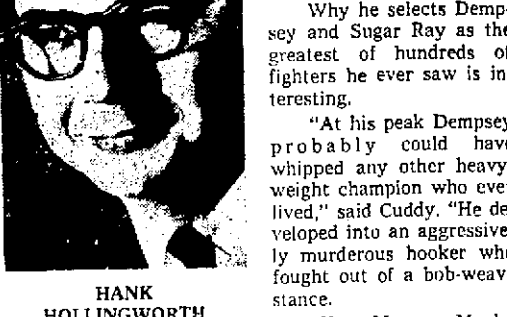
## Sports Merry-Go-Round

By HANK HOLLINGWORTH  
Executive Sports Editor

### Dempsey And Sugar Ray

"The two greatest fighters I ever saw in 50 years of reporting boxing were Jack Dempsey and Sugar Ray Robinson."

The statement came from wire service (UPI) boxing expert, Jack Cuddy, who is retiring this month after 50 years work. Cuddy is recognized throughout this business as the foremost boxing authority in our ranks. His conclusions carry much weight.



HANK HOLLINGWORTH

Dempsey could have beaten the great Joe Louis also. That was 'proved' almost conclusively June 28, 1939, at Yankee Stadium, when Fat Tony Galento — using the Dempsey bob-weave for the night — had Louis reeling in the first round and, on the floor in the third.

"Because Fat Tony was not accustomed to the polite bowing forward from the waist and not accustomed to combining the side-to-side weave with that bobbing, he had to 'come up for air' in the fourth round — and Louis butchered him."

"Louis was a great champion, nevertheless. I believe Joe did more to eliminate racial prejudice in sports than any other Negro — because of his prowess, personality and exemplary conduct in the wartime Army."

"When Louis turned professional in 1934, sports writers all over America called him 'The Brown Bomber,' but long before his retirement in 1951, the writers were calling him 'Bomber Joe.'"

"And since then the writers have carefully avoided referring to the color of any boxer — until Cassius Clay came along and announced himself a member of the Black Muslims, and began urging the rise of 'white hopes' to stimulate big boxing gates."

SUGAR RAY was probably the most gracefully destructive knockout specialist in ring history, according to Cuddy. Robinson was the welterweight champion and record-breaking five-time middleweight champ.

"Ray could do everything — even knock an opponent cold with either fist while cat-footing AWAY from that opponent," explained Cuddy. "He was probably the all-time expert with the rip-ro-zip. That was a rapid-fire, two-fisted attack from the bob that moved up an opponent's body like machine-gun bullets and finally exploded under the opponent's chin."

In 1951, 11 years after he turned pro, Robinson was amazed at his loss of the middleweight crown to Randy Turpin of England. However, the next time they met two months later, Robinson recaptured the title by knocking-out Turpin.

### SOME CUDDY OBSERVATIONS:

Fastest fighter — "Willie Pep, who won the featherweight crown from Chalky Wright in 1942. Willie's quickness and skill were phenomenal until 1947 when he was injured in an airplane crash. Willie's three historic rough-and-tumble fights with Sandy Saddler occurred after those plane injuries to Pep's spine and legs."

Most awkwardly effective fighter — "Turpin. He defied the law of gravity. He could be completely off balance, while pulling away from a punch, yet lash out with either fist hard enough to knock an opponent down."

Most thrilling fight — "When Rocky Marciano won the heavyweight crown from Jersey Joe Walcott on a 13th round knockout in 1952. Walcott floored Rocky with a left hook to the chin in the first round. Then they battled all over the ring until the seventh, when Rocky appeared in distress because of medication seeping down into his eyes from a cut on his head. Rocky began to come back after his painful blinking continued through the eighth and ninth and they fought savagely until the 13th when, suddenly, he smashed Walcott on the chin with a terrific right and knocked him out."

### CUDDY'S MOST PERTINENT conclusion about boxing:

"Amateur boxing is being penalized because of the sins of the professional sport. The general curtailment of amateur boxing in the United States is a stupid outrage, particularly in these days when every encouragement should be given our boys and young men to become interested in a contact sport and interested in the training to keep them in condition."

"Boxing is one sport in which no boy is ineligible for lack of size or poundage. He can make the team from flyweight to heavyweight."

"I am convinced that every American boy, at the age of 16, should be given the opportunity of receiving free boxing instructions and free admission to some gymnasium where he can train."

"That sort of program would tend to prevent high school dropouts and would tend to prevent juvenile delinquency."

"The success of such a program would be my greatest thrill in 50 years of boxing!"

## Dodgers Outslug Yanks

(Continued from Page C-1)

running club and make it a front-runner.

"I just hope we don't run into a traffic jam along the way."

DIS AND DATA—Jim Brewer was the Dodger starter and winner Saturday, leading the Yanks to four hits and four runs in a 4-1 victory.

The Yankees, 10-12, had a 3-0 lead in the first inning, but the Dodgers, 10-11, took a 4-1 lead in the second.

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## Bruins 'Kept Pressure Up' All the Way

By GENE ESQUIVEL  
L. P. Staff Writer

PORTLAND—Although the strategy wasn't indicative of the UCLA Bruins' regular style of play, the end result was similar — they won.

And the win was the biggest size in collegiate basketball — the NCAA crown here Saturday.

UCLA is best known for its fast break. For a while, the Bruins did that well, but when told to change, they did that well also, with that quality displayed so often this season — finesse.

With 16:27 left in the game, UCLA coach John Wooden called his troops to the sideline.

"Keep the pressure up," he said, "and take no chances. Let them do the gambling. We've got the finesse, so let's show them."

THE BRUINS did just that the rest of the game and kept Michigan's Wolverines on the defensive.

Asked about these slow-up tactics, Wooden said:

"We set up the stall to work the ball around Goodrich. He handles the ball so well and comes in and goes without losing the ball. In fact, you have to foul him most of the time to get the ball away from him. You see it worked well for us."

"When we got behind early in the game I told our kids to keep the pressure on. We've been in that position before this year, but our kids have so much poise that we've been able to do as we did tonight."

"BEFORE the game I told our kids we had to fight them off the boards. I felt our quickness would help us off the boards and by keeping the pressure on we really wore down the bigger Michigan kids."

"I think Goodrich is as fine a ball player as I've coached. He has so much poise, quickness and speed. We went to him tonight when we needed help."

"I was satisfied with the way our kids followed orders. It kept our margin safe for any pressure they had to put on us."

MICHIGAN'S coach, Dave Strack, gave UCLA due credit for doing a fine job but couldn't find any fault with his own team.

"UCLA is probably a better team on what I've seen—in only two games—than they were last year. They got up in the air very well. We can jump too, but they were quicker."

"At the half we still felt we had a great chance to win. We felt we might be able to contain them and come back like we have before. But, we just couldn't make it tonight."



—AP Wirephoto

WHAT A WAY TO GO . . . Joe Lapchick receives warm congratulations from cheerleaders after ending St. John's basketball team coaching career by winning NIT title for record fourth time Saturday.

## JUBILATION FOR JOE

### St. John's Jolts Villanova in NIT

NEW YORK (AP)—The kids were happy for Joe Lapchick but Lapchick was even happier about the kids.

Lapchick had just concluded 20 years of coaching St. John's basketball teams with a 55-51 victory over Villanova for the National Invitation Tournament championship Saturday. Retiring because he reaches the age of 65 next month, Lapchick spoke jubilantly about his kids, the players.

"What a way to go!" he exclaimed. "I think I'll go out tonight and really celebrate."

It's all over, he said. "The kids let me go out a winner. Every guy wants to go out a winner. If you didn't win it would be horrible."

"THE DEFENSE won it. Fifty-one points — that's fabulous. Our offense against their zone put us on the gravel train. And when they started catching us our defense did the job. They started breathing on our necks but our kids didn't falter."

Ken McIntyre, the tournament's most valuable player, scored 18 points in St. John's victory.

Army captured third place in the tourney with a 75-74 victory over New York University in a 30-foot jump shot by Dick Murray with four seconds remaining.

St. John's G F T Villanova G F T  
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McIntyre 14 4 1 Erickson 3 0 0  
Dove 14 4 1 Washington 6 6 1  
Henson 13 3 1 Lott 7 1 1  
K. McIntyre 8 3 1 Mitchell 2 1 2  
Virell 0 0 0 Schaller 0 0 0  
Schultz 0 0 0  
Totals 75 15 55 Totals 74 12 51

Head coach: Erickson. Villanova 14, St. John's 11. Villanova 14, St. John's 11. Villanova 14, St. John's 11.

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## Lakers Lose to Warriors

Baylor Scores 2,000th Point; Coach Ejected, Referee Kayoed

By DOUG IVES

Al Attles made an impromptu coaching debut for San Francisco's hapless Warriors Saturday night and had the pleasure of lighting up a victory cigar.

In a season-ender replete with laughs the Warriors closed out the Lakers' regular NBA season with a 112-98 win before 8,216 thoroughly delighted fans in the L.A. Sports Arena.

The contest was enlivened by the ejection of San Francisco pilot Alex Hannum. The antics of Attles and an incendiary punch to the solar plexus that temporarily kayoed referee Earl Strom.

Most of the surprisingly large crowd had a good chuckle at all the incidents.

yes, even Strom's minor misfortune — but Laker coach Fred Schaus wasn't too excited about his team's performance, which was, in a word, lousy.

ELGIN BAYLOR returned to action and scored his 2,000th point as expected, and Jerry West was back in the lineup, too, but neither played very well.

"Like a baseball player, you have to be in there swinging every day," said Schaus. "Jerry and Elgin just weren't sharp because of their lay-off."

Gunning for a 50-30 record, the Lakers instead missed their third 50-plus win season since coming to L.A. in 1960-61.

Hannum exited for sassing Strom just before the fourth period began, and his departure signaled a comeback for the Warriors, who trailed 87-81 when their leader left.

With the score 96-96 with 7:21 remaining, Guy Rodgers scored three baskets, set up two others and added two free throws to spark the losing team in NBA history. The Warriors finished with a 17-63 record.

WHL Standings

Portland 39 21 53 23 198  
Seattle 35 28 37 24 184  
Vancouver 34 31 31 23 182  
Victoria 30 34 16 23 225  
San Francisco 29 38 15 20 245  
Totals 193 214 100 100 1000

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## UCLA RIPS WOLVES—

(Continued From Page C-1)

DOTTED SHORTS: This year marked addition, Bill Buntin of Michigan and Dick Erickson of UCLA made the 7th time in the last 9 years that the Bruins have won the NIT. The Bruins' last NIT title was in 1950. The Bruins' last NIT title was in 1950. The Bruins' last NIT title was in 1950.

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## Women's Pro Golf

(St. Petersburg Open)

Kathy Whitworth 70-64-71-207  
Marjorie Smith 68-71-72-211  
Patty Sheehan 69-70-71-210  
Betty Stinson 69-70-71-210  
Sandra Haynie 69-70-71-210  
Ann Prentiss 69-70-71-210  
Mary Mills 69-70-71-210  
Sylvia Grier 69-70-71-210  
Clifford Ann Creed 69-70-71-210  
Marlene Miller 69-70-71-210  
Sue Maxwell 69-70-71-210  
Alice Hovey 69-70-71-210  
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Sue Maxwell 69-70-71-210  
Alice Hovey 69-70-71-210  
Julie Tordella 69-70-71-210



## Death Notices

**MARTINSON** (South Portland, Me.) — Sigred C., 72, formerly of Long Beach, died Friday. Surviving are daughter, Mrs. Jane Caselden; son, Charles; brothers, Charles, John and Oscar Flink, and Forest Lewis. Service Tuesday, 2 p.m., Hay & Peabody Funeral Home, Portland.

**WIST**—Reuben, 59, carpenter, of 3504 Greenbrier Road, died Friday. Surviving are wife, Dorothy; son, John; brothers, Martin, Peder; sister, Mrs. Margaret Fitzpatrick. Service Monday, 11 a.m., Dilday Family Funeral Directors.

**THROCKMORTON**—Frank F., 71, gardener, of 2361 Baltic Ave., died Thursday. Surviving are sons, Gerald, Carlyle, Roy; stepson, William Wilkison; sister, Mrs. Mary Haworth. Service Monday, 3:30 p.m., Westminster Mortuary.

**HOPKINS**—Louis A., 40, of 3750 Linden Ave., pharmacy owner, died Friday. Surviving are wife, Shirley; daughters, Meredith, Laurie, Andrea; mother, Mrs. Ethel Hopkins; sister, Mrs. Frank Devine. Rosary Monday, 8 p.m., Requiem Mass Tuesday, 9 a.m., both at St. Barnabas Church. Holton & Son Mortuary directing. Family suggests gifts to Long Beach Kiwanis Welfare, Inc.

**McDANIEL** (Compton) — Charles M., 54, electronics repairman, of 1714 N. McDavitt Ave., died Friday. Surviving is mother, Mrs. Pearl E. McDaniel. Service Tuesday, 2:30 p.m., Holton & Son Mortuary.

**HEINZE**—Mrs. Ida May, 92, formerly of Long Beach, died Saturday. Service

## County to Hire Economy Aide

Hiring of an executive secretary at \$1,500 a month to serve the County Citizens' Economy and Efficiency Committee has been authorized by county supervisors.

Supervisor Frank G. Bonelli opposed the action, contending such staff help should come from the office of L. S. Hollinger, chief county administrative officer.

The other four supervisors, however, agreed with the committee request that to accomplish its purpose, the committee and its staff assistant have to be separate from the present administration.

The committee itself has been divided into five "task groups," each of which is working in county departments to develop recommendations which will promote efficiency and economy in county government.

## County Weed-Clearance Crews Start Monday

County fire-department crews Monday will begin clearing weeds and combustible rubbish from vacant lots throughout the unincorporated area and 29 individual cities.

Supervisors Thursday overruled protests to the annual weed-abatement program and ordered the crews to start work.

Individual property owners whose lots have been de-

clared a fire hazard because of weeds or rubbish have been notified either by postcard, or by signs posted on the property.

Officially, they have until Monday to clear the lot of weeds. However, if they wish to do their own work, they may get permission from the County Fire Department and get an extension of the deadline.

## SEVEN DAYS A WEEK

Dining is Fun at WELCH'S. And the job is a pleasure, too. Until you try this fine restaurant, you won't believe that such quality and quantity can be had for such low, low price. Lunches from \$1.25. Dinners from \$1.50... at WELCH'S, San Antonio Dr. at Atlantic Ave.

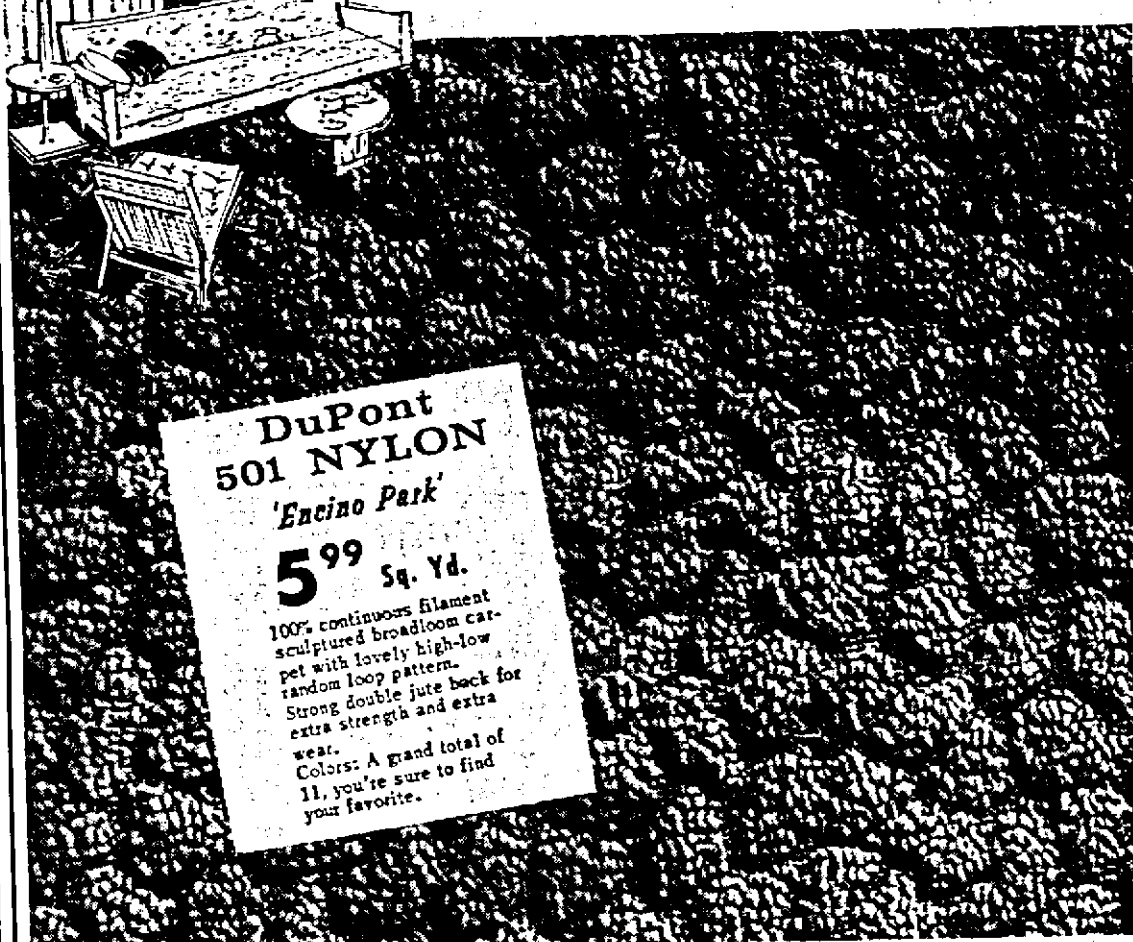
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**DuPont 501 NYLON**  
*'Encino Park'*  
**5<sup>99</sup>** Sq. Yd.  
100% continuous filament sculptured broadloom carpet with lovely high-low random loop pattern. Strong double jute back for extra strength and extra wear.  
Colors: A grand total of 11, you're sure to find your favorite.

## DU PONT

# 501

## NYLON CARPET SALE

Du Pont 501 Continuous Filament Nylon Carpet Yarns... The toughest, most durable and resilient fibres ever put into a carpet. Absorbs heavy traffic, yet springs back for more! Non-absorbent fibres resist soil and stain, washes easily. Warm, luscious colors will surely make you tingle... Don't miss this great Du Pont 501 Nylon Carpet Sale... Offer ends in 10 days.

### COMPLETE SELECTION

Relax, without strain... or without leaving your chair... you'll see, feel, compare 551 different and beautiful carpet patterns, textures, colors and fabrics. Each major design is presented in a wonderfully big, easy-to-visualize sample to give you an idea of exactly how the carpet will look in your home. All the fresh colors available in that pattern are there for you to compare.

### SHOP AT HOME

Call today and our courteous representative will come to your home with samples to show you... at your convenience! It is easy to choose the right carpet when you see it in your own home... call right now and see!

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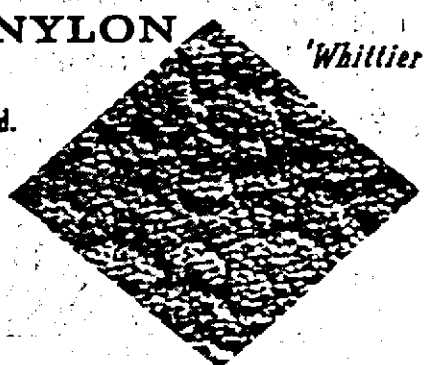
\*Prices vary slightly in some areas

GENTLEMEN: I am a lot owner. I am interested in building a home or income unit on my lot. NAME \_\_\_\_\_ PHONE \_\_\_\_\_ ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_  
☐ Please send me the information on Guaranteed Homes and income units.  
☐ Please have a building consultant contact me regarding plans and prices.  
MAIL TO: 1426 W. PACIFIC COAST HWY., HARBOR CITY, CALIF.

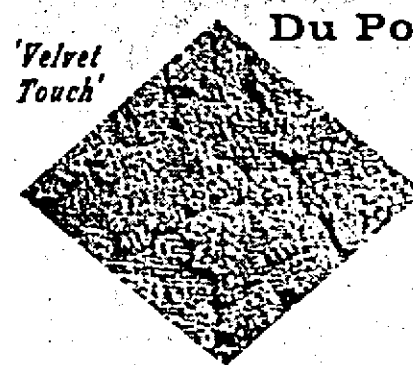
### Du Pont 501 NYLON

**\$6<sup>95</sup>** Sq. Yd.

DuPont 501 continuous filament nylon in a smart random loop pattern with new Permatack laminated backing. 16 solid colors and 5 tweeds, pick yours!



*'Whittier'*



*'Velvet Touch'*

### Du Pont 501 NYLON

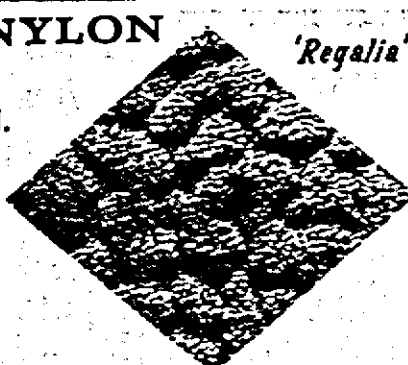
**\$7<sup>95</sup>** Sq. Yd.

Du Pont 501 continuous filament nylon carpeting that is tip sheared for deep, luxury underfoot. Your choice of 11 exciting colors.

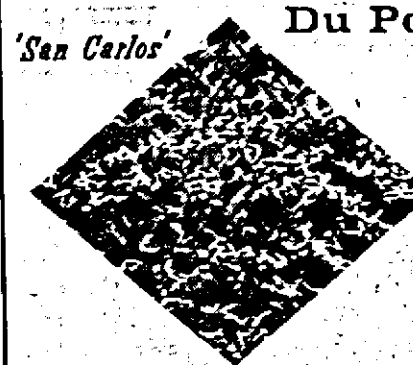
### Du Pont 501 NYLON

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100% continuous filament nylon in a sculptured loop pile with double jute backing. DuPont 501 carpet yarns assure long life. Choose from 12 beautiful colors.



*'Regalia'*



*'San Carlos'*

### Du Pont 501 NYLON

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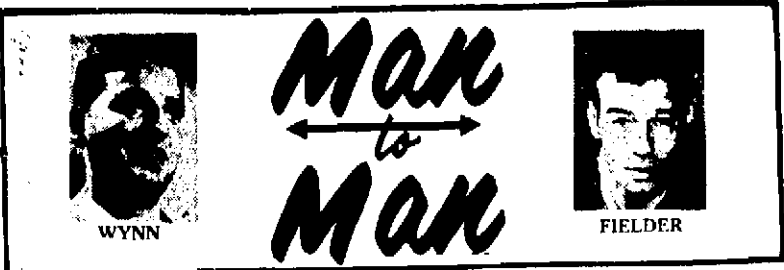
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By JERRY WYNN

One of the most exciting sights in sports is when a hockey line flashes down ice to the lair of the goalie. The wings swoop from the boards as the center pampers the puck awaiting the critical second for the pass. Only perfect execution is rewarded by a goal.

Chances are the execution will be perfect if that center is Guyle Fielder of the Seattle Totems. Golden Guyle he is called and golden are his deeds.

The all-time scoring leader in the Western Hockey League and currently bidding for his eighth scoring championship in 11 years with Seattle, the 5-foot-9, 162-pound mite has had more assists credited to him than the California Dept. of Welfare.

Is it true, Guyle, that you are going to retire after this season?

"I'm thinking seriously about it right now. I get very tired at this time of the season, and this year, I've had a few disappointments."

For a player with points on a strong second-place team, what has been disappointing?

"It's mainly the officiating. It's been worse than ever this year. We had some new young officials and I thought they'd really clamp down. Instead they have been very lax. They have no respect for the rules. People want to see good hockey, not butchers and choppers."

Howie Young of the Blades leads the league in penalties. Do you consider him a butcher and chopper?

"No. He wouldn't give you the stick. He might take a run at you. But he's not bad. His reputation is worse than it should be."

Are the best hockey players the ones who get the fewest penalties?

"Not necessarily. A player has to protect himself and will draw penalties by retaliating. That's one thing I can't do. I'm too small. I've never given anyone the stick."

Is it true that you turned down chances

to play in the National League because you can play golf all year in the West?

"No, not exactly. I love to golf (note: Fielder has a 3 handicap), but I don't let it interfere with my hockey."

You have played briefly in the National League. Is there much of a difference between the NHL and WHL?

"Each team here has about two or three players who can play in the National League and I think some of our better teams could hold their own against New York and Boston. On the Blades, you've got Normie Johnson and Howie Young who had the ability to play there."

If the proposed expansion of the NHL takes place, do you think Seattle would make a good major league city?

"I think it would. We have very rabid fans and they support us very well."

As one of three U.S. born players in the WHL, why aren't there more Americans playing hockey?

"I was born in Idaho, but grew up in Canada. It's so cold on the Canadian prairies that you start to ice skate before you walk. The U.S. has been late in getting arenas and developing kids. But things are improving gradually, especially in the Midwest and at colleges."

Who do you rate as the greatest center in the game?

"Stan Mikita of Chicago probably is the best now. I also like Jean Beliveau of Montreal."

If you had your choice of wings in the WHL, who would you pick?

"I'd take the ones I've got now—Billy Barlow and Jim Powers. They're as good as I've had in many years. I'm fortunate."

Who do you think will be the team to beat in the Lester Patrick Cup playoffs?

"Seattle. This is a good hockey club. We haven't scored as many points as I thought we would. Maybe we are saving them for the playoffs."

One thing is certain. Top man on the Toletem pole is Golden Guyle Fielder.



—Staff Photos by SKIP SHUMAN

## HOT DAY TO BE IN A HURRY

Spring officially sprung at 12:05 p.m. Saturday, and it seemed like it at Long Beach State where sprinter Jim Richardson (left)

accented warm, sunny day with 9.6 win in 100-yard dash. Don Cook (right) was 2nd and Nick Miraglia (second right) 3rd.



## THE MILE'S HIS STYLE

Long Beach State's Ralph Lee finishes mile in strong time of 4:12.6 against alumni from 49er Track Club. Starter Jack Newman marks finish line.

## Day Sets NCAA 2-Mile Record

Bob Day of UCLA set a national collegiate two-mile record of 8:35.3 Saturday at Santa Monica City College in a triangular meet against UC Santa Barbara and Cal Poly of San Luis Obispo.

## Cal Routs Oxy; 16½ by Graves

Occidental College came up with the two top performances by Mike Graves in the pole vault and Vance Peterson in the 330-yard hurdles but University of California on greater depth Saturday scored an 85-60 dual track and field meet victory.

Graves became the first collegian to better 16 feet in the pole vault this season outdoors when he cleared 16½ on his second jump at that height. Peterson was timed in 36.4 seconds in the intermediate hurdles, fastest in the country and just two-tenths of a second slower than the American mark of 36.2 set last year by Jim Miller of Colorado.

California, opening its outdoor season and the final one for coach Brutus Hamilton who took over in 1933, overwhelmed Oxy with manpower as well as its outstanding sprinters.

The Golden Bears swept four events — the 100, 220, two-mile and discus. But Occidental was not far behind in blanketing their foes, sweeping the 120 and 330-yard hurdles and the 90-yard jump.

100—Brinkworth (C) 9.1, Bealy (C) 9.2, Adams (C) 10.0. 220—Bealy (C) 21.3, Archibald (C) 21.4, Brinkworth (C) 21.5, Adams (C) 21.6. 400—Archibald (C) 47.3, Courchesne (C) 47.7, Brown (C) 48.0. 800—Fishback (C) 1:53.0, Peck (C) 1:53.1, Shaffer (C) 1:54.1, Jordan (C) 1:54.2. 1,600—Shaffer (C) 4:12.7, Peck (C) 4:12.8, Price (C) 4:12.9, Hall (C) 4:13.0. 3,200—Hall (C) 9:21.4, Hall (C) 9:21.5, Hall (C) 9:21.6, Hall (C) 9:21.7. 5,000—Hall (C) 14:5.0, Hall (C) 14:5.1, Hall (C) 14:5.2, Hall (C) 14:5.3. 10,000—Hall (C) 29:10.0, Hall (C) 29:10.1, Hall (C) 29:10.2, Hall (C) 29:10.3. 15,000—Hall (C) 43:10.0, Hall (C) 43:10.1, Hall (C) 43:10.2, Hall (C) 43:10.3. 20,000—Hall (C) 57:10.0, Hall (C) 57:10.1, Hall (C) 57:10.2, Hall (C) 57:10.3. 25,000—Hall (C) 71:10.0, Hall (C) 71:10.1, Hall (C) 71:10.2, Hall (C) 71:10.3. 30,000—Hall (C) 85:10.0, Hall (C) 85:10.1, Hall (C) 85:10.2, Hall (C) 85:10.3. 35,000—Hall (C) 99:10.0, Hall (C) 99:10.1, Hall (C) 99:10.2, Hall (C) 99:10.3. 40,000—Hall (C) 113:10.0, 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680,000—Hall (C) 1905:10.0, Hall (C) 1905:10.1, Hall (C) 1905:10.2, Hall (C) 1905:10.3. 685,000—Hall (C) 1919:



AT FOOTLIGHT THEATER

# 'Hasty Heart' Cast Scores

By SAMUEL A. BOYEA  
Since all heart and no skill can combine to make even the best of sentimental plays static, Footlight Theater, 3331 Torrance Blvd., Torrance, has smartly put some of its more impressive skills forward in a revival of John Patrick's "The Hasty Heart."

Thus, this unabashedly sentimental and rather ordinary tale of a lonely Scot soldier with only a few weeks to live comes through shining, instead of merely frothing, with a full heart of steam and evidence that the Footlight players are sound theater people.

Lachlen, the Scot soldier with the "porcupine disposition," Herman Goodman, Long Beach State College Drama Department graduate, performed with distinction. He had Lachlen's accent down to the last burr and was believable through, although as an experienced actor he inexplicably made little use of facial or other bodily expressions to underscore his dilemma. His triumph was all verbal.

As the only nurse (Sister Margaret) in that ward in the British General hospital on the Assam-Burma front (World War II), Edith Nielsen, formerly of the Salt Lake Playmakers, Utah, was the "heart" of the play, convincing Lachlen that he was among friends with a well-planted kiss and generally making the soldiers from Australia, Great Britain, New Zealand, the United States and Basutoland cheerful human beings "on leave from suffering." As soon as the comely Mrs. Nielsen learns what on earth to do with her hands, her splendid emoting will be even sharper.

humor overflowing as the obese British Cockney soldier, Tommy, "made immortal with raisins." His family made a huge puffed wheat pudding in honor of his purple heart heroics.

Although only limited to one word, "Blossom," his nickname, Long Beach actor Tom Massey was up to his old habits of thievery—scene stealing, that is—giving a baleful look here and a double meaning glance there. Glenn Hoeffner as Yank was powerful, especially in the confrontation scene with Lachlen, but his accent was inconsistent and his capable performance was further marred by too much gargantuan panting between words—a common fault of South Bay male actors. Jim Claxton (Digger), Dennis Pierce (Kiwi), James Pinfold (Colonel) and Neal Shinder (Orderly) were also creditable.

Direction by Joyce Peterson and Herman Goodman was quite competent, although not always hitting the play's few high spots hard enough.

"The Hasty Heart" plays Fridays and Saturdays in a converted locker room wider than any cinemascop screen.

MYRON COLE, a riot of a comic actor, kept the play's

**United Artists**  
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By Popular Demand!  
"A THOUSAND CLOWNS"  
WILL BE HELD OVER 2 NITES!  
Fri., Mar. 26 & Sat., Mar. 27  
"A THOUSAND CLOWNS"  
THURS. 12:30 P.M. SAT. 12:30 P.M. FRI. 12:30 P.M. SUN. 12:30 P.M.  
ON STAGE LAST  
2108 Magnolia Ave. For Reservations: GA 4-1473; GA 7-7025

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**THE SOUND OF MUSIC**  
ROBERT WISE  
THE LANTERN  
FOX  
WILSHIRE  
RESERVED SEATS NOW ON SALE AT BOX OFFICE  
TODAY 2 & 8 P.M.

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LYRIC

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We Auditioned Ricky Seal on Jan. 29, 2 Weeks Later on Feb. 16 He Worked on TV Series "Profiles in Courage."  
Lisa Slobodkin—Earning Hundreds of Dollars on Toy Commercials and Over 100 Others.  
WE ARE NOW AUDITIONING FOR 2 BOYS AND GIRLS IN EACH AGE GROUP FOR MONTH OF MARCH BY APPOINTMENT ONLY  
CALL NO. 2-1397 FOR LOCAL AUDITION TIME IN YOUR AGE GROUP  
JIMMY LLOYD PRODUCTIONS, INC.—Personal Managers, 1336 N. LA BREA  
NOTE: We are not a school and are senior members of Santa Ana Chamber of Commerce.

## New Films

A small-town postmistress, whose friendliness gets her into amusing complications when she attends a postmasters convention in New York is the situation for "Dear Heart."

Second new film to open Wednesday is "Bus Riley's Back in Town," about what happens when a sailor returns to find himself one angle of a triangle.

Third new film in the area is "Kiss Me, Stupid" for adults only.



GERALDINE PAGE, GLENN FORD  
She's Friendly Postmistress



JANET MARGOLIN



MICHAEL PARKS



ANN-MARGRET

These Three Form the Triangle in "Bus Riley's Back in Town"



FELICIA FARR and Ray Walston (above) are in "Kiss Me, Stupid." Film also stars Dean Martin and Kim Novak.

### Winters, Pointier in 'Patch of Blue'

Shelley Winters has been signed by MGM for a starring role in "A Patch of Blue."

Miss Winters will play the mother of a young blind girl, in this poignant love story which also stars Sidney Poitier.

### PALACE

36 PIKE AVE. PHONE NE 4-4222  
OPEN 7-15 GEN. ADM. EYE, 50c  
Greasy Fats—Audrey Hepburn  
"ROMAN HOLIDAY"  
Alan Ladd—Vivienne Meyer—Color  
"THE BIG LAND"  
Blazing Action—Maveric Story  
"THE THIN RED LINE"

### ROXY

OPEN 10 A.M. — 3 BIG HITS!  
ROCK HUDSON • PAULA PATTON  
COMEDY RIGHT IN COLOR  
"Man's Favorite Sport"  
GARY DOUGLAS • TONY CURTIS  
"THE VIKINGS"  
5th WHITMAN • ACTION IN COLOR  
"FIERCEST HEART"

### Paramount Drive-In Theatre

Param. & Compl. Blvd., Param.  
"COME BLOW YOUR HORN" \$175  
and  
"TOYS IN THE ATTIC" For Bar 7-1248

## Show Times

Here are starting times of features in Long Beach theaters as listed by theater managers:

\*Roustabout... 2:15, 4:15, 6:15, 8:15  
\*Sex and the Single Girl... 2:15, 4:15, 6:15, 8:15  
\*Roustabout... 12:30, 2:30, 4:30, 6:30, 8:30  
\*Big Land... 10:30, 12:30, 2:30, 4:30, 6:30, 8:30  
\*Roman Holiday... 12:30, 2:30, 4:30, 6:30, 8:30  
\*Sex and the Single Girl... 10:30, 12:30, 2:30, 4:30, 6:30, 8:30  
\*Man's Favorite Sport... 10:30, 12:30, 2:30, 4:30, 6:30, 8:30  
\*Roustabout... 12:30, 2:30, 4:30, 6:30, 8:30  
\*Marriage Italian Style... 12:30, 2:30, 4:30, 6:30, 8:30  
\*Roustabout... 12:30, 2:30, 4:30, 6:30, 8:30

**LAKEWOOD**  
GA 5-2530 4501 E. CANAL  
OPEN 11:30 A.M.—CONTINUOUS  
2 BIG NEW FUN HITS!  
Cory Corby  
Leslie Caron  
**Father Goose**  
— Trevor Howard  
Rock Hudson / Doris Day / Tony Hudson  
**SEND ME NO FLOWERS**  
— just Flowers and me!  
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APRIL 5, ONE NITE ONLY!  
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PLUS  
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AND ? ? ? ? ?  
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For additional information call ANAHEIM 374-7220

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**LIBERACE**  
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MARNI NIXON  
APRIL 6 thru 11  
**MITZI GAYNOR**  
AND COMPANY  
Featuring  
THE CLARA WARD SINGERS  
SEATS NOW for all shows by mail, at box office, Southern Calif. Music Co. 632 S. W. St., L.A. Wilshire Music Club, All Mutual Agencies, Ed Lewis Industrial Agency.  
SUN. 10:30 THURS. 8:30 PM  
\$2.00, \$3.00, \$4.00, \$5.00  
FRI. and SAT. 8:30 PM  
\$2.50, \$3.50, \$4.50, \$5.50  
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FOR ADDITIONAL INFORMATION PHONE 774-7220

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50 VOICE CHORUS  
WITH STANFORD RED VEST BAND  
Directed by Robert Mackenbach  
THURSDAY  
March 25—8:10 P.M.  
Orange Coast College Aud.  
Tickets \$3 and \$2  
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Presents the  
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Starring the  
**RIGHTEOUS BROTHERS**  
BEAU BRUMMEL  
BOB GOLDSBORO  
THE DIXIE CUPS  
GLENN CAMPBELL  
THE FUGITIVES  
**TODAY!**  
2:15 P.M.  
**LONG BEACH AUDITORIUM**  
Tickets 3.75 3.00 2.00  
Good Seats Still  
Available at the Door

**Metropolitan Theatre Guide**  
DOWNEY NORWALK  
VERALINE, Cherry 18-1221  
CONTINUOUS FECH  
Sally's "MAYE POPPY"  
NEW AVE. Downy WA 8-0771  
Cont. 12-10 "MAYE POPPY"  
"SALT LARK"—Downy, Davis  
DOWNEY, Downy 888-0771  
Cont. 12-10 "FATHER SCOT"  
"SEND ME NO FLOWERS" B. Day  
REDONDO BEACH  
STRAND 8:30 12:30 2:30 4:30 6:30 8:30  
"MAYE POPPY" "STRAIGHT JACKET"  
ANAHEIM  
BROOKSBURY 78-8445  
Adult Entertainment  
"MAYE POPPY" "STRAIGHT JACKET"  
"THE EAST SIDE" 8:30 PM  
FULLERTON 826-0777  
WILSHIRE ARTS CENTER 826-0777  
"HOUSE IS NOT A HOME" 7:15  
GARDEN GROVE  
BRYCE "THE BROTHERS" 7:15  
"34 HOURS"  
WILMINGTON  
BRANADA (South of Long) 78-4207  
"ATROCIOUS"  
"LAST WORLD OF SIBIRIA"  
TORRANCE  
UNITED ARTISTS 181 N. 6th 826-4232  
"FATHER SCOT"  
"SEND ME NO FLOWERS"  
HOLLAND 781-1500  
"SEND ME NO FLOWERS"  
SANTA ANA  
STATE ART 217 W. 6th 83-8015  
"HOUSE IS NOT A HOME" 7:15  
BELLFLOWER  
BUDGET (Singing Group) 78-7725  
"MAYE POPPY" "STRAIGHT JACKET"  
"TOPKAPI"  
Drive-In THEATRES  
LA MIRADA 44th St., Torrance 88-3111  
"MAYE POPPY" "STRAIGHT JACKET"  
"FATHER SCOT"  
PARAMOUNT 1811 Paramount 88-4444  
"SEND ME NO FLOWERS"  
"TOYS IN THE ATTIC"  
SUNBURST 612 W. Washington 78-0771  
"SEND ME NO FLOWERS"  
"FATHER SCOT"  
"MAYE POPPY"  
TWIN OAKS 78-0771  
"HOUSE IS NOT A HOME"  
"MAYE POPPY" "STRAIGHT JACKET"  
"TOPKAPI"  
BARKER 23322 So. Torrance 78-8541  
"HOUSE IS NOT A HOME"  
"MAYE POPPY" "STRAIGHT JACKET"  
"TOPKAPI"  
"HOUSE IS NOT A HOME"  
"MAYE POPPY" "STRAIGHT JACKET"  
"TOPKAPI"

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# Yesterday's Pro Better Trained

By EARL WILSON  
NEW YORK — "I've always hated to hear people say, 'In the old days,'" Doug Fairbanks Jr. remarked the other day.

"But it does seem to me — it appears — that in the show business world, there's less training, less discipline and less professionalism insisted upon than there used to be!"

Dapper Doug, 56, who says he's "more or less retired" from acting, had come back from Mexico where he'd done that recent TV show, an Alcoa Preview for ABC with Brigitte Bardot among other comparative youngsters.

"Brigitte wasn't," he smiled tolerantly, "always prompt about getting on the set—but then I'm an old pro. I started acting when I was 13 and started producing for myself at 24."

"YOU SAY the youngsters aren't as disciplined or punctual," I broke in. "What about John Barrymore? Didn't he go on stage drunk? Didn't he have his lines written on blackboards because he couldn't remember them?"

"Ah, yes," nodded Fairbanks, "but that was when he was on the downgrade."

"When he was younger, he took coaching for three months before he did 'Richard III' and 'Hamlet.' And you take Kit Cornell and Helen Hayes..."

FAIRBANKS heads a business development company which keeps him darting to Washington, Cleveland and Pittsburgh — and generally keeps him from acting.

"Anyway, I decided to get into business a long time ago when I saw some great actors who'd stayed acting too long and were practically paupers. My good friend Larry Oli-

vier says I'm not dedicated. He's right!"

Fairbanks said Olivier introduced him to Marilyn Monroe in London. "Marilyn said, 'Oh, we met before, at Bill Goetz's house in Hollywood,'" he recalled. "I didn't remember meeting her. But my wife did. She said, 'Oh, yes, Marilyn was in a bright red dress.'"

"Maybe I'm not too good at remembering people," Fairbanks grinned. "Once in London I said, 'Who's that little fellow in the RAF uniform? I've seen that fellow before.'"

"My wife said, 'That's Lawrence of Arabia — and the other time you saw him you didn't remember him, either!'"

TODAY'S BEST LAUGH: Nonnee Coan reports that the Las Vegas fire department doesn't allow smoking in any night club where Joe E. Lewis is breathing his jokes.

WISH I'D SAID THAT: "My husband selects all my hats," a woman announced. "I bring them all home—and he throws out the ones he doesn't like."

REMEMBERED QUOTE: "The only way to fight a woman is with your hat. Grab it and run." — John Barrymore.

EARL'S PEARLS: Ohio state legislator Tennyson Guyer claims he spotted this sign on an office of a Justice of the Peace: "Are You Fit to Be Tied?"

Comic Archie Robbin's 92-year-old grandfather married a 26-year-old girl, and friends wondered why he hadn't chosen someone nearer his own age. He explained: "I'd rather smell perfume than liniment." That's earl, brother.



DOUG FAIRBANKS JR.  
Partly Retired

## Jonathan Winters Signed For Dad Role in 'Oh Dad'

Jonathan Winters has been signed to enact the most unusual role of his career in "Oh Dad, Poor Dad, Mama's Hung You in the Closet and I'm Feelin' So Sad," the film version of Arthur Kopit's Broadway hit.

The comedian joins already-signed stars Rosalind Russell, Robert Morse, Barbara Harris and Hugh Griffith in the color comedy, to be directed by Richard Quine on location in Jamaica, B.W.I., beginning April 15.

Winters, a man of many voices and characterizations, will portray the title role of "Dad," dead for six years but stuffed and cared for by "Mama," whom he accompanies on all of her far-flung excursions.

DOING IT YOURSELF can be expensive. Better let one of the reliable service firms you find in the Classified section do it. Turn back now.

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# COME SEE SANTA FE'S MOST MODERN TRAIN EXHIBIT

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MARCH 22-23**

Monday 9:00 A.M.—5:00 P.M.  
Tuesday 9:00 A.M.—9:00 P.M.

at Santa Fe's Freight Depot in Long Beach  
1234 West 8th Street

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You are cordially invited to visit and inspect one of the most complete train exhibits ever presented by the Santa Fe Railway in Long Beach. Six of Santa Fe's most modern transcontinental passenger cars will be on public display.

Santa Fe representatives will be aboard to guide you and to answer your questions.

Available for your inspection will be: two of the popular Hi-Level chair cars—exclusive with Santa Fe; a lounge car; a Super Chief diner; and two Santa Fe Pullman cars.

Bring your children. Let them explore the spacious 2-story Hi-Level Chair Cars. Discover for yourself why Santa Fe is one of the most comfortable and scenic ways to travel. Find out, too, why it is one of the least expensive.

There's nothing like a train for having fun. So come see us this Monday, March 22, and Tuesday, March 23, and learn all about Santa Fe's most modern passenger service.

**O. H. GILBERT---Division Pass. Agent**  
Phone HE 6-9608







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## You can have this HEALTH/ACCIDENT INSURANCE if you join before midnight, March 24th!

### What about "medicare"?

Do you realize that the proposed social security hospital plan,\* if passed, is not scheduled to start providing benefits for people 65 and older until July 1, 1966. *More than a year away!* And there is no provision for husbands or wives under 65. That is why we have opened enrollment for GOLDEN 65, to give everyone 65 and older—and their husbands or wives under 65—the protection they need now and in the months ahead.

\*"The King-Anderson Bill"—H.R.1, S.1 (sometimes called "medicare")

### You still have time to join!

If you mail your enrollment blank before midnight, Wednesday, March 24, you can have the kind and amount of GOLDEN 65 health and accident insurance you need! Everyone 65 and older will be accepted, and if you have a husband or wife under 65, both of you are eligible to join—regardless of past or present health. But you must act now. This enrollment period will end March 24th, so protection for all can begin April 1st.

As a member of the GOLDEN 65 family of policyholders, you will enjoy new peace of mind, knowing you are protected now and in the months ahead. Then, if and when any limited social security hospital plan does go into effect, you can rest assured knowing that Continental intends to offer whatever additional benefits you will still need, so that you can continue to have the most complete health insurance protection available.

GOLDEN 65 is the famous health and accident insurance that has

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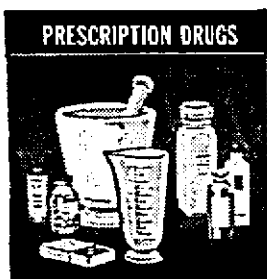
**MARRIED COUPLES**—Husbands or wives of those who enroll in GOLDEN 65 now may also join any or all plans even if one is under age 65.

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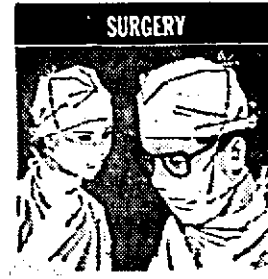
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Provides for confinement expense and care in a Skilled Nursing Home.



**SURGERY**  
Provides for surgery of every type in or out of the hospital.

# GOLDEN 65

## HOSPITAL / SURGICAL / MEDICAL INSURANCE

Everyone 65 or older accepted regardless of past or present health. Husbands and wives can both join, even if one is under 65.

CHOOSE THE BENEFITS YOU NEED AND JOIN ANY OR ALL 3 PLANS—PROTECTION STARTS APRIL 1st!

### 65 plus

Gives you basic hospital-surgical protection for only \$8.00 a month

- Pays the actual cost of hospital room and board up to \$10.00 a day for as long as 31 days for each sickness or accident.
- Pays the actual cost of hospital extras up to \$100.00 maximum.
- Pays for surgery of every type in or out of the hospital on a schedule from \$5.00 to \$200.00. (Example: \$5.00 for removal of toenail; \$75.00 for broken thigh bone; \$200.00 for removal of prostate.)
- You are immediately protected for accidents which occur or sickness which originates after the effective date of your policy.
- You are also protected for conditions you had before your policy was issued, provided the hospital confinement begins—or a surgical operation is performed—after your policy has been in force for six months.

\*Exclusions: see paragraph below.

### \*Exclusions for 65 PLUS; 10,000 RESERVE; 5,000 MEDICAL plans

You are covered anywhere in the world against all kinds of injuries or illness except those caused by war or mental illness; or covered by Workmen's Compensation or Occupational Disease Law, except in West Virginia; dental care; pregnancy, childbirth or miscarriage; losses for which benefits are payable under a federal or state welfare program or confinement in federal government hospitals, except in California and New Jersey; confinement in Veteran's Administration hospitals; confinement in local government mental or tuberculosis hospitals; and, in Louisiana, Texas and Tennessee, treatment or service for tuberculosis. Note: not available in North Carolina.

### 10,000 reserve

Gives you major expense protection for only \$12.50 a month

Each calendar year after your eligible expenses have reached \$500, the 10,000 RESERVE plan will pay 75% of all further eligible expenses, during the calendar year, up to \$10,000 lifetime maximum.

#### Pays 75% of these eligible expenses

- Up to \$25.00 eligible expense for room and board for each day of hospital confinement.
- Provides as eligible expense all necessary hospital expenses while hospital confined.
- Up to \$10.00 eligible expense a day for each day of Skilled Nursing Home confinement up to a maximum of \$1,000.00 eligible expense for each calendar year (or up to \$1,500 if there has been no prior hospital confinement during the calendar year.)
- Provides as eligible expense surgery of every type in or out of the hospital on a schedule from \$5.00 to \$300.00. (Example: \$5.00 for removal of a wart; \$100.00 for varicose veins; \$300.00 for removal of lung.)
- Up to \$4.00 eligible expense a day for one visit of a doctor for every day while confined in a hospital or skilled nursing home.
- You are immediately protected for any accident that occurs or sickness that commences after the effective date of your policy.
- You are also protected for conditions you had before your policy was issued, provided your hospital confinement or skilled nursing home confinement begins after your policy has been in force at least six months.

\*Exclusions: see paragraph at left.

### 5,000 medical

Gives you out-of-hospital protection for only \$5.00 a month

Each calendar year after your eligible expenses for out-of-hospital costs have reached \$100, the 5,000 MEDICAL plan will pay 75% of all further eligible expenses, during that calendar year, up to \$5,000 lifetime maximum.

#### Pays 75% of these eligible expenses

- Up to \$6.50 eligible expense a day for doctor's house calls and \$5.00 a day for visits to doctor's office.
- Up to \$6.50 eligible expense a day for one home visit of a Visiting Nurse.
- Provides as eligible expense all hospital expenses for care received as an out-patient.
- Provides as eligible expense full cost of prescription drugs.
- Provides as eligible expenses costs of blood and blood plasma, artificial limbs, rental of wheel chair, hospital bed or iron-lung, oxygen and rental of equipment for its administration, initial cost of trusses and crutches.
- Provides as eligible expenses cost of diagnostic laboratory and X-ray procedures on a schedule. (Example: \$2.00 for routine urinalysis; \$8.00 for abdominal X-rays; \$12.00 for EKG; \$24.00 for upper G-I Tract.)
- You are immediately protected for any condition except those for which you have had medical treatment or advice prior to the effective date of your policy. Such pre-existing conditions are covered when loss commences after your policy has been in force six months.

\*Exclusions: see paragraph at left.

For the purpose of satisfying your deductible and calculating benefits payable for 10,000 RESERVE and 5,000 MEDICAL, the first calendar year is that period commencing on the effective date of your policy and ending December 31st of the same year in which your coverage became effective; after the

first year, each calendar year is from January 1st through December 31st. Eligible expenses incurred during the last 90 days of the first calendar year, which are used to satisfy the deductible in the first year, will be counted toward the deductible of the next calendar year.

NOTE: If you are under 65 be sure to answer the spouse question on the application blank to show that you are eligible to join.

## JOIN NOW! Enrollment ends March 24th!

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A MILLION DOLLARS IN CLAIMS PAID EACH WEEK TO PEOPLE 65 AND OLDER

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315-5396

Place this application with check or money order in an envelope. Mail to Continental Casualty Co., 310 South Michigan Avenue, Chicago, Illinois 60604.

### APPLICATION TO CONTINENTAL CASUALTY COMPANY

Please Type or Print All Information Shown

Insured's First Name	Initial	Last Name
Deliver Mail in Care of (if any)		
Street Address		
City	State	Zip Code
Date of Birth	Sex	Is Your Spouse Applying For, or Holder of, a Golden 65 Policy? Yes <input type="checkbox"/> No <input type="checkbox"/>
Month	Day	Year
Applicant's Signature		
OZ-18223-C		

Fill out this application, check the desired coverage. Enclose your check or money order payable to Continental Casualty Co.

- ☐ \$25.50 monthly all Golden 65 plans
- ☐ \$20.50 monthly 10,000 Reserve, 65 Plus
- ☐ \$17.50 monthly 10,000 Reserve, 5,000 Medical
- ☐ \$13.00 monthly 65 Plus, 5,000 Medical
- ☐ \$12.50 monthly 10,000 Reserve
- ☐ \$8.00 monthly 65 Plus
- ☐ \$5.00 monthly 5,000 Medical

If you now have any of the Golden 65 Plans please write your present policy number here

Place this application with check or money order in an envelope. Mail to Continental Casualty Co., 310 South Michigan Avenue, Chicago, Illinois 60604.

### APPLICATION TO CONTINENTAL CASUALTY COMPANY

Please Type or Print All Information Shown

Insured's First Name	Initial	Last Name
Deliver Mail in Care of (if any)		
Street Address		
City	State	Zip Code
Date of Birth	Sex	Is Your Spouse Applying For, or Holder of, a Golden 65 Policy? Yes <input type="checkbox"/> No <input type="checkbox"/>
Month	Day	Year
Applicant's Signature		
OZ-18223-C		

Fill out this application, check the desired coverage. Enclose your check or money order payable to Continental Casualty Co.

- ☐ \$25.50 monthly all "Golden 65" plans
- ☐ \$20.50 monthly 10,000 Reserve, 65 Plus
- ☐ \$17.50 monthly 10,000 Reserve, 5,000 Medical
- ☐ \$13.00 monthly 65 Plus, 5,000 Medical
- ☐ \$12.50 monthly 10,000 Reserve
- ☐ \$8.00 monthly 65 Plus
- ☐ \$5.00 monthly 5,000 Medical

If you now have any of the Golden 65 Plans please write your present policy number here

Give this extra enrollment blank to your husband, wife or friend.



## 2nd Mr. Ed, Mr. Nifty in L.B. Rodeo

By AL LARSON

As some forgotten soul once remarked, competition is the spice of life.

And when the Pacific Indoor Rodeo cuts loose April 2-3-4 at the Long Beach Arena, the top professional cowboys in the country will be shooting for a bundle of prize money.

But the suspense of the contest is regularly broken by special acts and events—variety entertainment with a western flavor.

Featured this year is Billy Buschhorn and his horse "Mr. Nifty," acclaimed by horse trainers everywhere as the master of all trained horses. "Mr. Nifty" may not talk like a well-known television celebrity, but otherwise this animal performs an amazing series of tricks and dance steps.

ALL OTHER horse acts have the trainer either mounted on the horse or in physical control, but "Mr. Nifty" does his entire routine at liberty. Buschhorn uses only voice commands to put his four-legged friend through his paces.

"Mr. Nifty" climaxes the act by doing the "Lavade," Buschhorn's trademark. In this he jumps high in the air and with all four feet off the ground executes a high kick at the peak of his jump. Sort of a la Valeriy Brumel.

Back again this year are the Onondaka Riders of Newhall. The group of teenage girls have been signed to appear at New York's Madison Square Garden National Horse Show this fall. This will mark their third year at the Long Beach rodeo.

SURE TO draw chuckles from the spectators is the Wild Cow Milking event. Wild range cows will be brought to the L.B. Arena. A cowboy ropes the cow, then his helper holds her around the neck while the roper gets off his horse and tries to get some milk in a pop bottle.

Every one of those old boxkies know that isn't their calf after the milk. If a cowboy gets his milk, he has to hot-foot it, boots and all, to the judge. In this event, cowboys find they literally get their kicks.

What a way to go!

## NORWALK VS. BERKELEY IN STATE HOCKEY

Norwalk's midget division hockey club will meet Berkeley for the state championship in a two-game Southland series Saturday and Sunday.

The first game will be at Norwalk's Rosecrans Ice Rink at 5 p.m., the second at Torrance's Olympic Ice Arena at 4 p.m. If the teams split the pair, the title will be settled on total goals.

Top players for Norwalk's 14-16-year-olds are goalie Tom McCarthy, who holds a 1.85 average, and winger Mike Lampan, who has red-lamped 52 points in 20 games.

## British Soccer

Home Team First ENGLISH LEAGUE Division 1: Arsenal vs. Birmingham, postponed; Aston Villa vs. Nottingham Forest, 1; Blackburn Rovers vs. West Ham, 0; Blackpool vs. West Bromwich, 0; Chelsea vs. Sheffield United, 0; Leeds vs. Everton, 1; Leicester vs. Burnley, 2; Liverpool vs. Fulham, 2; Sheffield Wednesday vs. Manchester United, 0; Southampton vs. Tottenham Hotspur, 1; Wolverhampton vs. Stoke City, 1.

Division 2: Charlton vs. Cardiff, postponed; Crystal Palace vs. Southampton, 2; Derby vs. Bolton, 0; Everton vs. Coventry, postponed; Manchester City, 4; Preston vs. Norwich, 1; Northampton vs. Portsmouth, 0; Ipswich vs. Rotherham, 1; Newcastle, 1 (tie); Swansea, 1; Millers, 0; Brighton, 2; Charlton, 3.

Division 3: Bournemouth vs. Workington, 0; Brentford vs. Oxford, 0; Bristol City vs. Bristol Rovers, 0; Colchester vs. Southend United, 1; Exeter City, 1; Watford vs. Grimsby, 0; Gillingham (tie); Luton Town vs. Queens Park Rangers, 0; Mansfield vs. Oldham Athletic, 1; Walsall vs. Peterborough United, 2; Hull City, 1; Port Vale, 2; Reading, 0.

Division 4: Aldershot vs. Oxford United, 1; Bradford City vs. Brighton, 0; Brighton vs. Brighton, 1; Crewe Alexandra vs. Chester, 1; Darlington vs. Torquay, 0; Doncaster vs. Barrow, 2; Huddersfield vs. Millwall, 2; Notts County vs. Rochdale, 0 (tie); Southport, 4; Lincoln, 0 (tie); Wrexham vs. York City, 0.

SCOTTISH LEAGUE Division 1: Aberdeen vs. St. Mirren, 1; Clyde vs. Falkirk, 1; Dundee vs. Celtic, 3 (tie); Dunfermline vs. Dundee United, 1; Hearts vs. Motherwell, 0; Morton, 1; Aberdeen, 1 (tie); Rangers, 1; Kilmarnock, 1 (tie); St. Johnstone, 2; Partick Thistle, 2 (tie); Third Lanark, 0; Hibernian, 2.

Avr United, 1; Clydebank, 1 (tie); Berwick Rangers, 4; Arbroath, 1; Brechin City, 1; Cowdenbeath, 0; Dumbarton, 3; Alloa, 3 (tie); Raith Rovers, 1; Queen of the South, 1 (tie); Stirling Albion, 2; Albion Rovers, 3; Stirling Albion, 2; Montrose, 1; Stranraer, 3; East Fife, 2.

IRISH LEAGUE Division 1: Ballymore vs. Glenties, 0; Banor, 3; Glenties, 2 (tie); Cliftonville, 0; Coleraine, 3; Derry, 1; Shelburne, 2; Glenavon, 2; Ards, 2; Linfield, 2; Portlaoise, 0.

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## OLYMPIANS OF 1974?

# L. B. Aquatic Club Growing

By BRUCE YOUNG

The future of the Long Beach Aquatic Club gets brighter and brighter.

The club was formed last January with only 15 members and has grown to 45. Any boy or girl between the ages of 5-17 who has an intermediate swimming card from the Long Beach Recreation Department or has the ability to pass the intermediate test is welcome to join.

The club was pioneered by coach Sam "Pat" Patrick, who has been coaching the kids on an informal basis since 1962. The former Wilson High swim star has donated his time to teaching others since his graduation from high school in 1958.

Long Beach now competes in a seven-team novice league. In the league are City of Commerce, Downey, Lakewood, Lynwood, Huntington Beach, Coughran Park of Downey and Long Beach.

The Long Beach aquas have racked up wins over Coughran Park and Huntington Beach and lost to City of Commerce.

Coach Patrick said, "We have come along very well and each week our times keep getting better. At the rate we are going we should

obtain SPAAU rating by next summer."

The team is led by several brother and sister teams. Heading the list are the Roesters, Bruce and Debbie. Debbie is one of the top 9-10 swimmers while Bruce has been almost unbeatable in the 13-14 age group class.

Martha and Lorie Swatak, daughters of the club president Dr. Frank Swatak, have shown improvement and may soon blossom into stars. But highlight of the whole show are little five and six-year old Jim and Randy Kalbus, who do more than hold their own with their older and bigger opponents.

"The purpose of the club is to teach the children the sense of fair play and give them a chance to swim competitively. The rise of

these clubs all over the United States is one of the big reasons for the U.S.'s success in the Olympics," said the 24-year-old coach. Members of the team work out Wednesday night

from 7-9 and Saturday morning from 9-11 at Poly High during school and every day in the summer.

As one parent put it, "Who knows? One of these kids may be the big star of the 1974 Olympics."

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## LB State Cage Award Banquet Set March 31

Long Beach State will hold its annual basketball awards banquet March 31 in the Blue and Gold Room of the college cafeteria.

NATIONAL SKATING DERBY  
WED., MAR. 24, LONG BEACH CIVIC AUDITORIUM, 8 P.M.

## ROLLER GAMES

LOS ANGELES THUNDERBIRDS VS. DETROIT DEVILS  
RESERVED SECTIONS \$3.12—GENERAL ADMISSION \$1.12—KIDS 1/2 PRICE  
FOR RESERVATIONS CALL HE 7-2255

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Monday, March 22nd  
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**Sizes**  
5.60x15 Blackwall  
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**\$10**  
Plus fed. tax  
No Trade-In Required

**5.60x14 Blackwall**  
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Buicks, Chryslers, Mercs, Oldsmobiles, Packards, Thunderbirds, Chevrolets, Fords, Plymouths.

**Sizes**  
6.50x15 Whitewall  
7.50x14 Whitewall  
8.00x14 Blackwall  
7.10x15 Blackwall

**\$14**  
Plus fed. tax  
No Trade-In Required

**YOUR CHOICE**

**Fit Most**  
Buicks, Chryslers, Mercs, Oldsmobiles, Packards, Thunderbirds, Chevrolets, Fords, Plymouths.

**Sizes**  
8.50x14 Blackwall  
7.50x15 Blackwall  
8.00x14 Whitewall  
7.10x15 Whitewall

**\$18**  
Plus fed. tax  
No Trade-In Required

**7.00x14 Whitewall**  
**6.50x15 Blackwall**  
**5.20x14 Whitewall**  
**5.00x15 Whitewall**

**YOUR CHOICE**

**Fit Most**  
Buicks, Chryslers, Mercs, Oldsmobiles, Packards, Thunderbirds, Chevrolets, Fords, Plymouths.

**Sizes**  
8.50x14 Blackwall  
7.50x15 Blackwall  
8.00x14 Whitewall  
7.10x15 Whitewall

**\$15**  
Plus fed. tax  
No Trade-In Required

**YOUR CHOICE**

**Fit Most**  
Buicks, Chryslers, Mercs, Oldsmobiles, Packards, Thunderbirds, Chevrolets, Fords, Plymouths.

**Sizes**  
8.50x14 Blackwall  
7.50x15 Blackwall  
8.00x14 Whitewall  
7.10x15 Whitewall

**\$16**  
Plus fed. tax  
No Trade-In Required

**YOUR CHOICE**

**Fit Most**  
Buicks, Chryslers, Mercs, Oldsmobiles, Packards, Thunderbirds, Chevrolets, Fords, Plymouths.

**Sizes**  
9.00x14 Whitewall  
8.50x14 Whitewall  
7.50x15 Whitewall

**\$17**  
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No Trade-In Required

**8.00x15 Whitewall**  
**8.20x15 Whitewall**

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# UCLA Kings Over Mich...Again!

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HE DIDN'T KNOW IT!

## Bradley's 58 Clips Mark

PORTLAND, Ore. — Bill Bradley of Princeton, after Saturday night's tournament-shattering scoring performance, said he did not realize he was within reach of the game scoring record.

"I didn't realize I had a personal record. I thought my teammates were telling me to shoot because we had a chance at the team record," Bradley said after his 58-point effort erased the great Oscar Robertson's total of 56 points.

Bradley had 22 out of 29 field goals and hit 14 out

of his 15 shots from the free throw line as Princeton ripped Wichita, 118-82, for third place Saturday night.

"It was too bad it couldn't have come last night," he added referring to Princeton's 93-76 defeat by Michigan in which Bradley fouled out after scoring 29 points. "I was looser tonight than I was last night."

Bradley, in addition to the game mark, also topped the five-game tournament total of 160 points set by Jerry West. Bradley finished with 177 points.

★ ★ ★ ★ ★  
SCHAUS DODGES

## Lakers Cool on Goodrich

Laker coach Fred Schaus claims there is a place in the NBA for UCLA star Gail Goodrich, but won't say the Lakers are genuinely interested in drafting him.

"Sure I think he can make it in the NBA," Schaus said while watching the UCLA-Michigan game on wide-screen television prior to the Laker-San Francisco contest at the L.A. Sports Arena Saturday night.

"But I can't say whether we'll want him or not until

we evaluate our needs and get a good look at all the available draftees," Schaus said in an obvious dodge to avoid controversy.

As for UCLA winning the title, Schaus commented, "It was not just their quickness on the press, but their quickness on the boards that made the difference."

Laker star Jerry West, asked what he thought was the difference in the game, said of UCLA "they were shooting pretty straight." It was a straightforward answer from a very straight shooter. —By DOUG IVES.



WOLVERINES GOBBLE UP REBOUND

Long arm of Michigan's Oliver Darden (55) has control of rebound in NCAA title match against UCLA. Others are (from left) Keith Erickson (53), Doug McIntosh, Ed Lacey and Bill Buntin (22).

## Goodrich Hits 42 in 91-80 Title Triumph

By GENE ESQUIVEL  
L. P. T. Staff Writer

PORTLAND — There was a small, but an unstoppable "Gail" in the breeze that swept UCLA's Bruins to their second consecutive NCAA basketball championship here Saturday night.

All-America guard Gail Goodrich, who does nearly everything right with his lithe left hand, led the Bruins to a 91-80 victory over Michigan, the nation's No. 1-ranked team.

Another record-breaking Glass Palace crowd of 13,204 witnessed the 27th annual NCAA championship.

In the preliminary, Bill Bradley, basketball player extraordinaire, set three single-game records in pacing Princeton to a 118-82 win over Wichita for third place.

UCLA became the fifth team in history to win back-to-back crowns.

The last team to perform the feat was Cincinnati three years ago. The Bruins added to the West Coast prestige. Five of the past 10 NCAA basketball champions have been western representatives.

There was a bit of mixed irony in that Big 10 champion Michigan, the wire service poll's fair-haired team, fell to No. 2 UCLA.

### No. 1 Rating His Wolverines Jinx

Up until UCLA captured the title last season, the No. 1 rating was becoming a jinx. California in 1960, Ohio State in 1961 and '62 and Cincinnati in 1963 were rated No. 1, but lost in the finals.

The Bruins, Pacific Athletic Conference champions, haven't been beaten in conference play for the past two seasons and ended with a 23-2 record. Michigan's loss Saturday was the fourth in 23 games.

Although Saturday's game marked the first time the Bruins didn't hit 100 points in their round of four, they did break their own four-game scoring record set last year. The Bruins totaled 400 points, bettering the old mark of 359.

Even the casual sports fan knows that UCLA likes to fast break, but the Bruins showed that they can play control ball. With 16 minutes left in the game, coach John Wooden's strategy was control basketball and the Bruins adjusted well.

They opened the middle, with Goodrich getting the nomination to break for the bucket.

### Kenny Washington Comes Through

Every game involving two high-caliber teams has a turning point and UCLA's was midway in the first half. The Bruins' "national tournament finals specialist" Kenny Washington hit consecutive jump shots with 12 minutes left in the half to bring UCLA from a 20-13 deficit.

Michigan retaliated with a field goal at 11:32 but it was literally "a drop in the bucket," because the old UCLA scoring machine was already oiled and raring to go. During the ensuing minute UCLA scored 8 points to take the lead at 24-22.

Michigan tied it at 24-all, but the Bruins weren't daunted—they recaptured the lead and never looked back. Goodrich led all scorers with 42 points on 12 field goals and 18 free throws. Washington had 17, Edgar Lacey 11 and Freddie Goss 8. Lacey topped all rebounders with 7.

Michigan's all-America Cazzie Russell was steady throughout and tallied 23. Oliver Darden contributed 17 for the Wolverines and Bill Buntin 14.

From the floor, UCLA hit 56.9% and Michigan 51.6%. The Wolverines' free throw per cent was 82.4 and the Bruins' 75.8.

Princeton set an NCAA single-game record by bettering the 112 of Oklahoma City in the regionals.

(Continued Page C-2, Col. 4)

	G	F	T
Michigan (80)	22	1-1	17
Goodrich	12	0-0	4
Washington	6	2-2	4
Edgar Lacey	10	1-1	20
Freddie Goss	8	1-1	20
Oliver Darden	17	0-0	2
Bill Buntin	14	0-0	2
Cazzie Russell	23	0-0	2
Clayton	1	0-0	2
Dill	1	0-0	2

	G	F	T
UCLA (91)	23	14-18	80
Erickson	1	1-1	2
Lacey	1	1-1	2
McIntosh	1	1-1	2
Goodrich	12	11-20	42
Goss	8	0-0	18
Washington	17	1-1	17
Lacey	11	0-0	11
Huffman	1	0-0	2
Lyons	0	0-0	0
Goodrich	0	0-0	0
Clayton	0	0-0	0
Levia	0	0-0	0

Totals: 23 14-18 80  
Fouled out: UCLA 6, Michigan 0.  
Fouled out: Buntin, Tringano.  
Darden.  
Total fouls: Michigan 24, UCLA 15.  
Att.: 13,204.

APR. 17, 1917.			
Wichita	G	F	
Smith	10	7	9
Thompson	1	0	0
Leach	1	0	0
Price	1	0	0
Boyd	1	0	0
Devis	1	0	0
McIntosh	1	0	0
Totals	23	7	9
Princeton	G	F	
Wichow	118	11	11
Bradley	58	22	29
West	29	11	11
Robinson	14	5	5
McIntosh	1	0	0
Boyd	1	0	0
Devis	1	0	0
Totals	118	49	55
Fouled out: Princeton 2, Wichita 0. Fouled out: Leach, Tringano. Total fouls: Princeton 21, Wichita 21.			

### SKY-HIGH BRUINS FLY HOME TODAY

UCLA's NCAA basketball champions will return today via Western Airlines, arriving at Los Angeles International Airport at 4:07 p.m.

The all-tournament team selections will not be announced until Monday morning.

## Dodger Win 'No Sweat'

By GEORGE LEDERER  
L. P. T. Staff Writer

FT. LAUDERDALE, Fla.

Whitey Ford hardly worked up a sweat Saturday, even though it was a humid 87 degrees and the Dodgers treated him rather shabbily in running up a 9-2 lead and downing the Yankees, 9-6.

Ford perspires only half as much and enjoys life more since a winter operation corrected a sore arm that hampered him in the World Series. The operation also closed the sweat glands on his left side and will make it more difficult to disguise one of Ford's pet pitches—the wet one.

Joe Garagiola, the new voice of the Yankees, hopes to line up Ford for a deodorant commercial. "He's the only one I know who can get 10 days out of a five-day pad."

The gags don't bother Ford and neither does the arm that has cranked up 216 victories in 13 seasons with the Yankees.

The Dodgers managed eight hits and four runs in four innings after Ford had pitched seven scoreless

rounds in his first two outings.

Cotton Deal, who succeeded Ford as pitching coach, described Saturday's effort as "one of those things. He's been throwing well and showed no effects from the operation all spring."

Among the "things" was a three-run homer by Tommy Davis, his second in eight games, giving the Dodgers a 4-1 lead in the third inning. John Roseboro added a three-run homer against Jim Bouton and Dick Smith hit one with the bases empty to seal the Yankees' fourth successive defeat.

Despite Saturday's thrashing and a yield of 43 runs in nine exhibitions, Deal has no complaints about his staff.

"Bouton is a finished pitcher and Mel Stottlemyre is one of the best I've seen. Al Downing has been a little wild, but that goes with his youth and strength."

Downing, Ford, Bouton and Stottlemyre will work in regular rotation. In the bullpen are Pedro Ramos, Steve Hamilton and Hal

Reniff. The only openings are for a couple of long relief men and a spot starter.

One of the candidates is ex-Dodger Stan Williams, playing under a new manager for the fourth year in a row. Williams, who was used sparingly by Yogi Berra and had only a 1-5 record last year, hopes that this will be his year.

"If it isn't, I'll probably have another new manager next year."

One of the complaints against Berra was that he couldn't handle men, particularly his fun-loving former teammates. "But I couldn't kick," said Williams. "I thought I was throwing good and I was disappointed that Yogi didn't use me more. But I was amazed when they fired him."

Williams was not alone in his amazement. Even Johnny Keane, who beat the Yankees in the World Series and then succeeded Berra, was startled by the post-Series developments.

Since then, Keane has recovered nicely and discovered that the Yankees are not difficult to handle. Perhaps this is because Keane

once studied for the priesthood and his sermons have taken effect.

"There's a difference, all right, between the Yankees and the Cardinals," said Keane. "I didn't look for camaraderie on this club, but it's there. Only these fellows do things in a business-like fashion."

"Of course, we have three guys who don't say a heckuva lot anyway — Kubek, Richardson and Maris. Mantle has reserve, but he's more demonstrative than you might think. He's been a real good influence in the clubhouse."

The most noticeable change Keane made this spring was to lengthen the daily workouts and to stress more running. He hired former Giants football star Andy Robustelli to whip the club into shape during the first two weeks and the consensus is that it paid off.

"If we don't have a good year here, we can always play for the Giants next fall," said Williams. "I'll say this: We're in shape to go all out from the start. That's Keane's theory. He wants to take a stretch-

(Continued Page C-2, Col. 1)

## Angels High on Roof

By ROSS NEWLAN  
L. P. T. Staff Writer

PALM SPRINGS—There

is a sign which hangs in the training quarters of the Angels' minor league club bearing a one-word message: "Patience."

The results of that virtue were illustrated two-fold late Saturday afternoon:

1. Phillip Antony Roof,

who possesses it, slugged a two-run ninth-inning homer which raised the roof on a 2-1 Chicago lead and brought the Angels a 3-2 victory before 3,419 fans;

2. The Milwaukee Braves, who don't possess it, are now trying to be Indian givers on a mid-winter trade which brought catcher Roof and pitcher Ron Piche to the Angels for Danny Osinski.

A member of the Cherubs' staff whispered the following exclusive information into the L. P. T.'s ear Saturday: "The Braves desperately want Roof back. They should have read our sign."

Roof's rap, after Jim

Fregosi had walked, came off Richard Burwell and the fact that it was a high fast ball was another illustration of the 24-year-old's patience.

"Until I came to the Angels I had never been able to hit the high pitch," explained Roof. "But I've spent considerable time each day working on it with Joe Gordon and that homer is a direct result of his training and my efforts."

Roof is 6-3 and weighs

200 pounds. Ironically, he

received a \$40,000 bonus

from Milwaukee because of

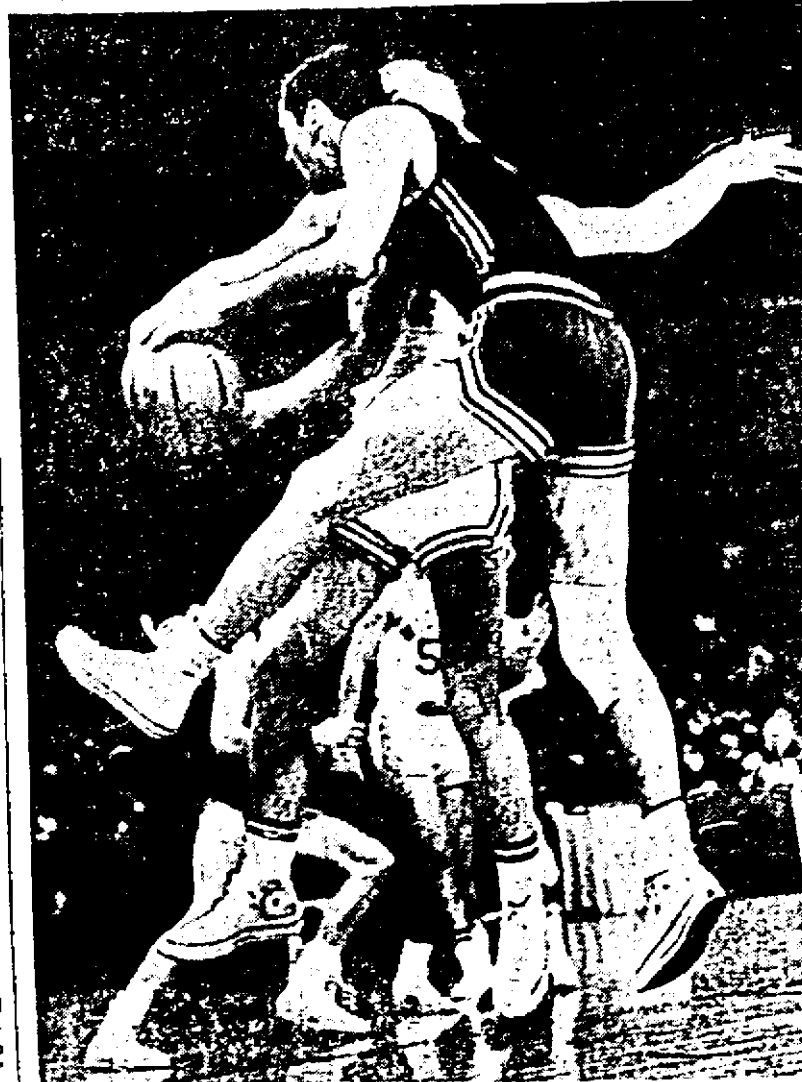
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## Prince of Princeton



Bill Bradley, Princeton's all-America, drives high for layup while scoring NCAA tournament record 58 points in 118-82 win over Wichita at Portland Saturday night. Tigers thus finished third in national finals.



SECTION

See Open House Directory In Classification 139 – See Auto Directory In Classification 176











# Man to Man

By JERRY WYNN

One of the most exciting sights in sports is when a hockey line flashes down ice to the lair of the goalie. The wings swoop from the boards as the center pampers the puck awaiting the critical second for the pass. Only perfect execution is rewarded by a goal.

Chances are the execution will be perfect if that center is Guyle Fielder of the Seattle Totems. Golden Guyle he is called and golden are his deeds.

The all-time scoring leader in the Western Hockey League and currently bidding for his eighth scoring championship in 11 years with Seattle, the 5-foot-9, 162-pound mite has had more assists credited to him than the California Dept. of Welfare.

Is it true, Guyle, that you are going to retire after this season?

"I'm thinking seriously about it right now. I get very tired at this time of the season, and this year, I've had a few disappointments."

For a player with points on a strong second-place team, what has been disappointing?

"It's mainly the officiating. It's been worse than ever this year. We had some new young officials and I thought they'd really clamp down. Instead they have been very lax. They have no respect for the rules. People want to see good hockey, not butchers and choppers."

Howie Young of the Blades leads the league in penalties. Do you consider him a butcher and chopper?

"No. He wouldn't give you the stick. He might take a run at you. But he's not bad. His reputation is worse than it should be."

Are the best hockey players the ones who get the fewest penalties?

"Not necessarily. A player has to protect himself and will draw penalties by retaliating. That's one thing I can't do. I'm too small. I've never given anyone the stick."

Is it true that you turned down chances

to play in the National League because you can play golf all year in the West?

"No, not exactly. I love to golf (note: Fielder has a 3 handicap), but I don't let it interfere with my hockey."

You have played briefly in the National League. Is there much of a difference between the NHL and WHL?

"Each team here has about two or three players who can play in the National League and I think some of our better teams could hold their own against New York and Boston. On the Blades, you've got Normie Johnson and Howie Young who had the ability to play there."

If the proposed expansion of the NHL takes place, do you think Seattle would make a good major league city?

"I think it would. We have very rabid fans and they support us very well."

As one of three U.S. born players in the WHL, why aren't there more Americans playing hockey?

"I was born in Idaho, but grew up in Canada. It's so cold on the Canadian prairies that you start to ice skate before you walk. The U.S. has been late in getting arenas and developing kids. But things are improving gradually, especially in the Midwest and at colleges."

Who do you rate as the greatest center in the game?

"Stan Mikita of Chicago probably is the best now. I also like Jean Beliveau of Montreal."

If you had your choice of wings in the WHL, who would you pick?

"I'd take the ones I've got now—Billy Barlow and Jim Powers. They're as good as I've had in many years. I'm fortunate."

Who do you think will be the team to beat in the Lester Patrick Cup playoffs?

"Seattle. This is a good hockey club. We haven't scored as many points as I thought we would. Maybe we are saving them for the playoffs."

One thing is certain. Top man on the Totem pole is Golden Guyle Fielder.

## Day Sets NCAA 2-Mile Record

Bob Day of UCLA set a national collegiate two-mile record of 8:35.3 Saturday at Santa Monica City College in a triangular meet against UC Santa Barbara and Cal Poly of San Luis Obispo.

## Cal Routs Oxy; 16 1/4 by Graves

Occidental College came up with the two top performances by Mike Graves in the pole vault and Vance Peterson in the 330-yard hurdles but University of California scored an 85-60 dual track and field meet victory.

Graves became the first collegian to better 16 feet in the pole vault this season outdoors when he cleared 16-1/4 on his second jump at that height. Peterson was timed in 36.4 seconds in the intermediate hurdles, fastest in the country and just two-tenths of a second slower than the American mark of 36.2 set last year by Jim Miller of Colorado.

California, opening its outdoor season and the final one for coach Brutus Hamilton who took over in 1933, overwhelmed Oxy with manpower as well as its outstanding sprinters.

The Golden Bears swept four events—the 100, 220, two-mile and discus. But Occidental was not far behind in blanketing their foes, sweeping the 120 and 330-yard hurdles and the long jump.

100—Brinkworth (O) 9.7, Bealy (C) 9.8, Adams (C) 10.0, 220—Bealy (C) 21.3, Archibald (C) 21.5, Brinkworth (C) 21.6, 400—Couchman (C) 1.01, Brown (C) 1.02, 800—Pancake (C) 2.14, Peck (O) 2.15, 1,600—Anderson (C) 4.34, 3,200—Anderson (C) 8.54, 5,000—Anderson (C) 13.54, 10,000—Anderson (C) 26.4, 15,000—Anderson (C) 39.4, 20,000—Anderson (C) 52.4, 30,000—Anderson (C) 75.4, 40,000—Anderson (C) 98.4, 50,000—Anderson (C) 121.4, 60,000—Anderson (C) 144.4, 70,000—Anderson (C) 167.4, 80,000—Anderson (C) 190.4, 90,000—Anderson (C) 213.4, 100,000—Anderson (C) 236.4, 110,000—Anderson (C) 259.4, 120,000—Anderson (C) 282.4, 130,000—Anderson (C) 305.4, 140,000—Anderson (C) 328.4, 150,000—Anderson (C) 351.4, 160,000—Anderson (C) 374.4, 170,000—Anderson (C) 397.4, 180,000—Anderson (C) 420.4, 190,000—Anderson (C) 443.4, 200,000—Anderson (C) 466.4, 210,000—Anderson (C) 489.4, 220,000—Anderson (C) 512.4, 230,000—Anderson (C) 535.4, 240,000—Anderson (C) 558.4, 250,000—Anderson (C) 581.4, 260,000—Anderson (C) 604.4, 270,000—Anderson (C) 627.4, 280,000—Anderson (C) 650.4, 290,000—Anderson (C) 673.4, 300,000—Anderson (C) 696.4, 310,000—Anderson (C) 719.4, 320,000—Anderson (C) 742.4, 330,000—Anderson (C) 765.4, 340,000—Anderson (C) 788.4, 350,000—Anderson (C) 811.4, 360,000—Anderson (C) 834.4, 370,000—Anderson (C) 857.4, 380,000—Anderson (C) 880.4, 390,000—Anderson (C) 903.4, 400,000—Anderson (C) 926.4, 410,000—Anderson (C) 949.4, 420,000—Anderson (C) 972.4, 430,000—Anderson (C) 995.4, 440,000—Anderson (C) 1018.4, 450,000—Anderson (C) 1041.4, 460,000—Anderson (C) 1064.4, 470,000—Anderson (C) 1087.4, 480,000—Anderson (C) 1110.4, 490,000—Anderson (C) 1133.4, 500,000—Anderson (C) 1156.4, 510,000—Anderson (C) 1179.4, 520,000—Anderson (C) 1202.4, 530,000—Anderson (C) 1225.4, 540,000—Anderson (C) 1248.4, 550,000—Anderson (C) 1271.4, 560,000—Anderson (C) 1294.4, 570,000—Anderson (C) 1317.4, 580,000—Anderson (C) 1340.4, 590,000—Anderson (C) 1363.4, 600,000—Anderson (C) 1386.4, 610,000—Anderson (C) 1409.4, 620,000—Anderson (C) 1432.4, 630,000—Anderson (C) 1455.4, 640,000—Anderson (C) 1478.4, 650,000—Anderson (C) 1501.4, 660,000—Anderson (C) 1524.4, 670,000—Anderson (C) 1547.4, 680,000—Anderson (C) 1570.4, 690,000—Anderson (C) 1593.4, 700,000—Anderson (C) 1616.4, 710,000—Anderson (C) 1639.4, 720,000—Anderson (C) 1662.4, 730,000—Anderson (C) 1685.4, 740,000—Anderson (C) 1708.4, 750,000—Anderson (C) 1731.4, 760,000—Anderson (C) 1754.4, 770,000—Anderson (C) 1777.4, 780,000—Anderson (C) 1800.4, 790,000—Anderson (C) 1823.4, 800,000—Anderson (C) 1846.4, 810,000—Anderson (C) 1869.4, 820,000—Anderson (C) 1892.4, 830,000—Anderson (C) 1915.4, 840,000—Anderson (C) 1938.4, 850,000—Anderson (C) 1961.4, 860,000—Anderson (C) 1984.4, 870,000—Anderson (C) 2007.4, 880,000—Anderson (C) 2030.4, 890,000—Anderson (C) 2053.4, 900,000—Anderson (C) 2076.4, 910,000—Anderson (C) 2099.4, 920,000—Anderson (C) 2122.4, 930,000—Anderson (C) 2145.4, 940,000—Anderson (C) 2168.4, 950,000—Anderson (C) 2191.4, 960,000—Anderson (C) 2214.4, 970,000—Anderson (C) 2237.4, 980,000—Anderson (C) 2260.4, 990,000—Anderson (C) 2283.4, 1,000,000—Anderson (C) 2306.4, 1,010,000—Anderson (C) 2329.4, 1,020,000—Anderson (C) 2352.4, 1,030,000—Anderson (C) 2375.4, 1,040,000—Anderson (C) 2398.4, 1,050,000—Anderson (C) 2421.4, 1,060,000—Anderson (C) 2444.4, 1,070,000—Anderson (C) 2467.4, 1,080,000—Anderson (C) 2490.4, 1,090,000—Anderson (C) 2513.4, 1,100,000—Anderson (C) 2536.4, 1,110,000—Anderson (C) 2559.4, 1,120,000—Anderson (C) 2582.4, 1,130,000—Anderson (C) 2605.4, 1,140,000—Anderson (C) 2628.4, 1,150,000—Anderson (C) 2651.4, 1,160,000—Anderson (C) 2674.4, 1,170,000—Anderson (C) 2697.4, 1,180,000—Anderson (C) 2720.4, 1,190,000—Anderson (C) 2743.4, 1,200,000—Anderson (C) 2766.4, 1,210,000—Anderson (C) 2789.4, 1,220,000—Anderson (C) 2812.4, 1,230,000—Anderson (C) 2835.4, 1,240,000—Anderson (C) 2858.4, 1,250,000—Anderson (C) 2881.4, 1,260,000—Anderson (C) 2904.4, 1,270,000—Anderson (C) 2927.4, 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1,920,000—Anderson (C) 4422.4, 1,930,000—Anderson (C) 4445.4, 1,940,000—Anderson (C) 4468.4, 1,950,000—Anderson (C) 4491.4, 1,960,000—Anderson (C) 4514.4, 1,970,000—Anderson (C) 4537.4, 1,980,000—Anderson (C) 4560.4, 1,990,000—Anderson (C) 4583.4, 2,000,000—Anderson (C) 4606.4, 2,010,000—Anderson (C) 4629.4, 2,020,000—Anderson (C) 4652.4, 2,030,000—Anderson (C) 4675.4, 2,040,000—Anderson (C) 4698.4, 2,050,000—Anderson (C) 4721.4, 2,060,000—Anderson (C) 4744.4, 2,070,000—Anderson (C) 4767.4, 2,080,000—Anderson (C) 4790.4, 2,090,000—Anderson (C) 4813.4, 2,100,000—Anderson (C) 4836.4, 2,110,000—Anderson (C) 4859.4, 2,120,000—Anderson (C) 4882.4, 2,130,000—Anderson (C) 4905.4, 2,140,000—Anderson (C) 4928.4, 2,150,000—Anderson (C) 4951.4, 2,160,000—Anderson (C) 4974.4, 2,170,000—Anderson (C) 4997.4, 2,180,000—Anderson (C) 5020.4, 2,190,000—Anderson (C) 5043.4, 2,200,000—Anderson (C) 5066.4, 2,210,000—Anderson (C) 5089.4, 2,220,000—Anderson (C) 5112.4, 2,230,000—Anderson (C) 5135.4, 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2,560,000—Anderson (C) 5894.4, 2,570,000—Anderson (C) 5917.4, 2,580,000—Anderson (C) 5940.4, 2,590,000—Anderson (C) 5963.4, 2,600,000—Anderson (C) 5986.4, 2,610,000—Anderson (C) 6009.4, 2,620,000—Anderson (C) 6032.4, 2,630,000—Anderson (C) 6055.4, 2,640,000—Anderson (C) 6078.4, 2,650,000—Anderson (C) 6101.4, 2,660,000—Anderson (C) 6124.4, 2,670,000—Anderson (C) 6147.4, 2,680,000—Anderson (C) 6170.4, 2,690,000—Anderson (C) 6193.4, 2,700,000—Anderson (C) 6216.4, 2,710,000—Anderson (C) 6239.4, 2,720,000—Anderson (C) 6262.4, 2,730,000—Anderson (C) 6285.4, 2,740,000—Anderson (C) 6308.4, 2,750,000—Anderson (C) 6331.4, 2,760,000—Anderson (C) 6354.4, 2,770,000—Anderson (C) 6377.4, 2,780,000—Anderson (C) 6400.4, 2,790,000—Anderson (C) 6423.4, 2,800,000—Anderson (C) 6446.4, 2,810,000—Anderson (C) 6469.4, 2,820,000—Anderson (C) 6492.4, 2,830,000—Anderson (C) 6515.4, 2,840,000—Anderson (C) 6538.4, 2,850,000—Anderson (C) 6561.4, 2,860,000—Anderson (C) 6584.4, 2,870,000—Anderson (C) 6607.4, 2,880,000—Anderson (C) 6630.4, 2,890,000—Anderson (C) 6653.4, 2,900,000—Anderson (C) 6676.4, 2,910,000—Anderson (C) 6699.4, 2,920,000—Anderson (C) 6722.4, 2,930,000—Anderson (C) 6745.4, 2,940,000—Anderson (C) 6768.4, 2,950,000—Anderson (C) 6791.4, 2,960,000—Anderson (C) 6814.4, 2,970,000—Anderson (C) 6837.4, 2,980,000—Anderson (C) 6860.4, 2,990,000—Anderson (C) 6883.4, 3,000,000—Anderson (C) 6906.4, 3,010,000—Anderson (C) 6929.4, 3,020,000—Anderson (C) 6952.4, 3,030,000—Anderson (C) 6975.4, 3,040,000—Anderson (C) 6998.4, 3,050,000—Anderson (C) 7021.4, 3,060,000—Anderson (C) 7044.4, 3,070,000—Anderson (C) 7067.4, 3,080,000—Anderson (C) 7090.4, 3,090,000—Anderson (C) 7113.4, 3,100,000—Anderson (C) 7136.4, 3,110,000—Anderson (C) 7159.4, 3,120,000—Anderson (C) 7182.4, 3,130,000—Anderson (C) 7205.4, 3,140,000—Anderson (C) 7228.4, 3,150,000—Anderson (C) 7251.4, 3,160,000—Anderson (C) 7274.4, 3,170,000—Anderson (C) 7297.4, 3,180,000—Anderson (C) 7320.4, 3,190,000—Anderson (C) 7343.4, 3,200,000—Anderson (C) 7366.4, 3,210,000—Anderson (C) 7389.4, 3,220,000—Anderson (C) 7412.4, 3,230,000—Anderson (C) 7435.4, 3,240,000—Anderson (C) 7458.4, 3,250,000—Anderson (C) 7481.4, 3,260,000—Anderson (C) 7504.4, 3,270,000—Anderson (C) 7527.4, 3,280,000—Anderson (C) 7550.4, 3,290,000—Anderson (C) 7573.4, 3,300,000—Anderson (C) 7596.4, 3,310,000—Anderson (C) 7619.4, 3,320,000—Anderson (C) 7642.4, 3,330,000—Anderson (C) 7665.4, 3,340,000—Anderson (C) 7688.4, 3,350,000—Anderson (C) 7711.4, 3,360,000—Anderson (C) 7734.4, 3,370,000—Anderson (C) 7757.4, 3,380,000—Anderson (C) 7780.4, 3,390,000—Anderson (C) 7803.4, 3,400,000—Anderson (C) 7826.4, 3,410,000—Anderson (C) 7849.4, 3,420,000—Anderson (C) 7872.4, 3,430,000—Anderson (C) 7895.4, 3,440,000—Anderson (C) 7918.4, 3,450,000—Anderson (C) 7941.4, 3,460,000—Anderson (C) 7964.4, 3,470,000—Anderson (C) 7987.4, 3,480,000—Anderson (C) 8010.4, 3,490,000—Anderson (C) 8033.4, 3,500,000—Anderson (C) 8056.4, 3,510,000—Anderson (C) 8079.4, 3,520,000—Anderson (C) 8102.4, 3,530,000—Anderson (C) 8125.4, 3,540,000—Anderson (C) 8148.4, 3,550,000—Anderson (C) 8171.4, 3,560,000—Anderson (C) 8194.4, 3,570,000—Anderson (C) 8217.4, 3,580,000—Anderson (C) 8240.4, 3,590,000—Anderson (C) 8263.4, 3,600,000—Anderson (C) 8286.4, 3,610,000—Anderson (C) 8309.4, 3,620,000—Anderson (C) 8332.4, 3,630,000—Anderson (C) 8355.4, 3,640,000—Anderson (C) 8378.4, 3,650,000—Anderson (C) 8401.4, 3,660,000—Anderson (C) 8424.4, 3,670,000—Anderson (C) 8447.4, 3,680,000—Anderson (C) 8470.4, 3,690,000—Anderson (C) 8493.4, 3,700,000—Anderson (C) 8516.4, 3,710,000—Anderson (C) 8539.4, 3,720,000—Anderson (C) 8562.4, 3,730,000—Anderson (C) 8585.4, 3,740,000—Anderson (C) 8608.4, 3,750,000—Anderson (C) 8631.4, 3,760,000—Anderson (C) 8654.4, 3,770,000—Anderson (C) 8677.4, 3,780,000—Anderson (C) 8700.4, 3,790,000—Anderson (C) 8723.4, 3,800,000—Anderson (C) 8746.4, 3,810,000—Anderson (C) 8769.4, 3,820,000—Anderson (C) 8792.4, 3,830,000—Anderson (C) 8815.4, 3,840,000—Anderson (C) 8838.4, 3,850,000—Anderson (C) 8861.4, 3,860,000—Anderson (C) 8884.4, 3,870,000—Anderson (C) 8907.4, 3,880,000—Anderson (C) 8930.4, 3,890,000—Anderson (C) 8953.4, 3,900,000—Anderson (C) 8976.4, 3,910,000—Anderson (C) 8999.4, 3,920,000—Anderson (C) 9022.4, 3,930,000—Anderson (C) 9045.4, 3,940,000—Anderson (C) 9068.4, 3,950,000—Anderson (C) 9091.4, 3,960,000—Anderson (C) 9114.4, 3,970,000—Anderson (C) 9137.4, 3,980,000—Anderson (C) 9160.4, 3,990,000—Anderson (C) 9183.4, 4,000,000—Anderson (C) 9206.4, 4,010,000—Anderson (C) 9229.4, 4,020,000—Anderson (C) 9252.4, 4,030,000—Anderson (C) 9275.4, 4,040,000—Anderson (C) 9298.4, 4,050,000—Anderson (C) 9321.4, 4,060,000—Anderson (C) 9344.4, 4,070,000—Anderson (C) 9367.4, 4,080,000—Anderson (C) 9390.4, 4,090,000—Anderson (C) 9413.4, 4,100,000—Anderson (C) 9436.4, 4,110,000—Anderson (C) 9459.4, 4,120,000—Anderson (C) 9482.4, 4,130,000—Anderson (C) 9505.4, 4,140,000—Anderson (C) 9528.4, 4,150,000—Anderson (C) 9551.4, 4,160,000—Anderson (C) 9574.4, 4,170,000—Anderson (C) 9597.4, 4,180,000—Anderson (C) 9620.4, 4,190,000—Anderson (C) 9643.4, 4,200,000—Anderson (C) 9666.4, 4,210,000—Anderson (C) 9689.4, 4,220,000—Anderson (C) 9712.4, 4,230,000—Anderson (C) 9735.4, 4,240,000—Anderson (C) 9758.4, 4,250,000—Anderson (C) 9781.4, 4,260,000—Anderson (C) 9804.4, 4,270,000—Anderson (C) 9827.4, 4,280,000—Anderson (C) 9850.4, 4,290,000—Anderson (C) 9873.4, 4,300,000—Anderson (C) 9896.4, 4,310,000—Anderson (C) 9919.4, 4,320,000—Anderson (C) 9942.4, 4,330,000—Anderson (C) 996



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NOW  
If you have ever wanted to be an airline stewardess, now is the time to apply. United, with the world's largest fleet, is continuing to expand its services. Qualified young women are being accepted now for immediate training. Training includes: 12 weeks of intensive instruction in flight attendants, 12 weeks of intensive instruction in flight attendants, 12 weeks of intensive instruction in flight attendants. Must be single, at least 20 years old, 5'2" to 5'8" and at least a High School graduate. (Please see conditions on back of application form.) Interviews will be held at the following locations: Los Angeles, Calif. 90013. Apply now!

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**LONG BEACH**  
Thursday, March 25th  
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AT  
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Position now available for administrative secretary. Hospital experience desirable, but not essential. Short-hand and electric typing required. Excellent employee benefits and working conditions.

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P.O. Box 458  
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**CLERK**  
Growth company has immediate opening for a woman with 2-3 yrs. experience in personnel, shorthand and typing. Salary \$10,000-\$12,000. Reply to: P.O. Box 458, Bellflower, California.

**150 ELECTRONICS ASSEMBLERS**  
(Female)  
[1st or 2nd shift]

Must have 6 months experience in one or more of the following:

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See: Mr. C. L. Field

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We have some outstanding opportunities for bright, independent young women who want to do interesting and challenging work in the most interesting and exciting field of the business world.  
**SECRETARIES**  
We have secretarial openings in both our San Francisco and Los Angeles departments if you have above average typing skills, lots of initiative, the desire to work on your own, and a variety of other skills. We offer a variety of interesting and challenging work opportunities. If you are interested, please call or write for more information.

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Our assistant manager of Planning Control needs a bright young woman (preferably with some college) who has a strong analytical ability, is good at working with figures and has a variety of other skills. We offer a variety of interesting and challenging work opportunities. If you are interested, please call or write for more information.

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KATHY MCKEE  
OS 4461, Ext. 1006  
1400 Beach Blvd., Westminister, Monday, March 22, 1965.

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No experience necessary. We have a cocktail waitress training program. 12-14 week course. \$125 PER WEEK. 12500 Garden Grove Blvd., Westminister, 92681. 897-8570

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Short-hand and typing required. Past experience not necessary in banking.  
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Women not satisfied with just good looks. Must have personality, confidence, and capable of inspiring confidence in others. Must be single, 18-24 years old. For appointment only. Call Mr. J. J. Sheeran at 925-5541 between 2 & 4 p.m.

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Natal company now has openings for young girls. 18 to 24 years old. Must be single, 18-24 years old. For appointment only. Call Mr. J. J. Sheeran at 925-5541 between 2 & 4 p.m.

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Best Job in Town  
FOR INFORMATION CALL  
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• Soldering components to printed circuit boards

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Must be completely qualified in office work. Must be able to take dictation, and bookkeeping. Must be able to handle a variety of other duties. Salary \$10,000-\$12,000. Reply to: P.O. Box 458, Bellflower, California.

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Man and truck to transport furniture, deliver & work in store. High school education & eligible for bonded, 6-day week, 9:30 to 5:30. Apply to: LULL'S FURNITURE CO., 119 E. Compton Blvd., Compton

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General office & type. X-ray. 90  
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Member of C.F.A.A. and I.F.A.  
**AHRELL**  
PERSONNEL AGENCY  
715 Long Beach Blvd. HE 5-2387

**LYN AGENCIES**  
LONG BEACH  
LYNNWOOD  
DOWNEY  
3221 Atlantic 638-1178  
12018 Long Beach Blvd. 638-0449  
3844 E. Florence 10-21118

**QUALIFIED JOBS**  
**FREE**  
**PERSONNEL AGENCY**  
**FREE**  
**SECRETARY-S/H, type 60, \$100 wk.**  
**SECY-S/H, cust. serv. \$100 wk.**  
**GIRL FRIDAY, \$100 wk.**

**STOCK CLERK, mature, fluent, exp.**  
**GOOD HANDWRITING, \$100 wk.**  
**APPROV. A/C CLERK, fluent, \$100+**  
**FACTORY TRAINEES**  
No experience necessary. Office  
work 9:00-5:00. \$100-1200 per  
month. Call 435-3194 for appl.

**VOGUE AGENCY**  
440 ATLANTIC GA 74777  
PREPARED WOMEN  
FOR PARTICULAR WOMEN  
PBX RECEPTIONIST \$1600  
Cosmetic Supervisor \$350  
Secy. general office \$350  
Steno \$350

**PERSONNEL**  
FARM VACANT AGENCY  
3277 L.B. BL. (I.B.M. Bldg.) 3rd fl.  
242 7018 Long Beach 638-0549

**GENERAL OFFICE**  
**BOOKKEEPER**  
**SALES WOMAN**  
**INSURANCE CLERK**  
FACTORY TRNG DAY & Night  
hours 20 hrs. per week \$150

**EMPLOYMENT AGENCY**  
1167 Long Beach Blvd.  
Lynwood 639-5490  
Huntington Park LU 9-030A

**MEDICAL**  
CALIF. X-RAY AGENCY  
MED. ASST. 121 3751  
PBX-GR  
RECEPTIONIST  
MED. SECY ASSIST  
REC. X-RAY TECH  
LAB ASST. 121  
DENTAL ASST. FRONT  
HUSB. AIDE 121 3751

**STEVENS**  
EMPLOYMENT AGENCY  
1834 E. Pacific Coast Hwy. 4th fl.  
FC bkwr, 11 hrs. \$450  
Avail. 7:00-4:00 PM. \$450  
SIV. S. L. Blvd. Cohn NF 5-191

**STIRLING**  
EMPLOYMENT AGENCY  
115 E. Ave. L.B. HE 3-319

**Help Wanted (Men) 26**  
**METAL MAN**  
ASK FOR MR. AL JONES  
Beach City Chevrolet  
3001 E. Pacific Coast Hwy.

**MECHANIC**  
Must be good all around man.  
\$135 per week plus  
3525 Long Beach Blvd.

**PRECISION MACHINIST**  
for work on  
AUTO body & engine parts.  
11th fl. Nite shift. GA 6-6555.  
CHEVROLET DEALERSHIP. 11th  
fl. Nite shift. GA 6-6555.  
11th fl. Nite shift. GA 6-6555.

**Help Wanted (Men) 26**  
**EXPERIENCED AUTOMOBILE**  
**FRAME MAN AND FRONT END**  
**COMBINATION. GOOD PAY.**  
Avail. 7:00-4:00 PM. \$450  
2018 S. Avalon Wilmington

**SAVANNAH**  
1225 E. 72nd St., Torrance  
(Bt. Avalon & Wilmington Blvd.)  
AUTO body & engine parts.  
\$135 per week. 3525 S.

**Help Wanted (Men) 26**  
**EXPERIENCED AUTOMOBILE**  
**FRAME MAN AND FRONT END**  
**COMBINATION. GOOD PAY.**  
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2018 S. Avalon Wilmington

**SAVANNAH**  
1225 E. 72nd St., Torrance  
(Bt. Avalon & Wilmington Blvd.)















Work Wanted 31  
(Women) \_\_\_\_\_  
LOW CASH RATE  
FOR WORK WANTED  
CLASSIFICATION

ad. at all of our offices. 6th & Pine  
DOWNTOWN 7833 E. Belmont  
Garden Grove 9074 Garden Grove Blvd.  
LAKEWOOD 9074 Garden Grove Blvd.  
RESPONSIBLE well-educated, white  
woman, cleaning office, companion  
work, etc. Live! Gd. 437 5017  
R N CALIF. license would like to  
work 5 days a week. Mon. Thru  
Friday. CA 75555  
IRONING beautifully done. \$2.25  
per hour. Call 437 5017  
Areas surrounding Para. 633-1944  
CHILD CARE by exp. mother.  
days, swing shift. Perm. Para-  
mount area. ME 48029  
HAVE your dresses, coats, suits,  
etc. made specially for you. 432-0725  
LAD LORNE ready to sew.  
LEGAL SECY full time, short  
hand 120, typing 65 Two yrs  
college. Ph. 121-1895 even.

WANTED housework, 5 or 6 hrs  
weekly. Prefer Ho Lung Szech  
well paid. 435-2422

MATURE lady, accurate work  
Bkpr, laccy, fluent) typist  
full part time job. GA 3414

BABY SITTING, 2-3 hrs. 4-5  
days, excels. Sunday. 435-7403

IRONING, my home, nice work  
6510 Lemon. GA 7-2945

GEN. cleaning, ironing on Thurs  
day. Have car. GA 1-552

HOUSEWORK, 2-3 hrs. 4-5 days  
week. 435-2422

Lakewood area 431-6575

Typing, my home. References  
G. 5:00-6:00 evenings.

IMMAC. inserv. Gar. 5:30 hrs. &  
Hr. 435-7433. C&U all others

RELIABLE woman wants day  
work. 436-7452.

HOUSEWORK needed limited  
days steady. L.B. area. 435-2422

Typing & envelope addressing  
1200 sec. 435-2422

CHILD CARE, 1-2 hrs. Arles  
& Downey Blvd. 433-2329

CLEANING by the Dr. Own transp

635-7796

CHILD CARE, my home, Lakewood  
3 yrs. & up. 478-3555

CHILD CARE, my home, N.L.  
Dependable & reasonable. 428-1732

CHILD CARE, my home, Del Arroyo  
& Cherry. GA 799

EXPER. Beauty Operator wants job  
in salon. 478-3555

HOUSEKEEPER, \$150 hr. - Bachelor  
& widowers only. 835-4387.

LADY would like housework.  
Ph: 425-2783

IRONING N.Y. home. Pick up, deliv.  
any day. 478-3555

DEPENDABLE woman would like  
day work. 591-3434

HOUSEKEEPER "w/ car, Ref. 478-3555  
dried ed. Live In. Care 439-2222

LOVING "child care. exp. 31 yrs.  
day. 635-7796

HOUSEKEEPER - F.C. exp. d'sn't  
part time position. 596-9232

COMPANION, light housew. to  
alone. L.C. area. 439-0303

HOURLY housew. 9 to 5. Sit exp.  
day. 478-3555

EXP. woman, day work. Clean  
 ing or Indrv. Good refs. 791-67  
 CLEAN homes steady \$125 hr.,  
 & 5 hrs., bilndg. \$4 20-40.  
 WHITE woman wants hskw. by dr  
 \$1.25 hr. (Tues. 423-7975.  
 PRACTICAL NURSE LIVE ON  
 423-7150.  
 COLORED lady with excell. go  
 refs. wants day work. HE 97  
 \$10 DAY-\$50 wk. Nurse & hsk  
 Cook. 423-7150.  
 EXP. FR. COOK wants steady h  
 any shift. HE 67.  
 CHILD care by hr. or day. Int  
 typing by hour. 423-7150.  
 MAID WORK, HOME & TUE.  
 423-7150. 423-7150.  
 COMPANION to retired lady &  
 Lin. offices. Refs. 423-7150.  
 HSKW. Tues. Refs. Sol. \$1 50  
 8 hrs. Fair. White. Car. 423-7150.  
 APT. Maid, 5 days. 8 hrs. E.  
 423-7150.  
 TYPING in my home. Fast, ac  
 rate. 423-7180; 424-4616.

WOMAN wants housekeeping...  
or day work. 591-1989.

LADY graduate...  
wishes to work in home. HE-7.

PRACTICAL nurse, 317 day...  
out. Ph. 434-3818.

**Work Wanted**  
(Men)

COOK—Experienced all ethnic...  
S. & C. place. Institutions &  
family preferred. Dependable.  
stable. Resume. Turn on red.  
437-8141. Ph. 4-11 am. 5-9.

Ask for: J.

**EX-CONVICT**  
Ain 37, healthy, strong, good  
looking, no criminal record.  
Good character. Do anything  
drinking-smoker.  
(1414 T & 7332. Mr. Friedman)

**GAS & ARC WELDER**  
Some exp. in the welding. Ph.  
CA 1284.

RANCH hand, or job tending...  
horses, and also, also, done  
in quarters. 54, 5'10", 175.

health, work any pl. 634-2322  
NEED a part time draftsman? I  
want Graphic Artist. 7-8777  
after 5 p.m. weekdays or  
Sundays. 633-9322  
19 YRS. strong, trustworthily, w/  
no learn lags—easy, in oil for  
PRACT. nurse, day or night  
all hwk \$10.70 shift, w/o  
Fr. 435-9501.  
REGULAR day work, also in-  
dustry. 40 hrs. \$8.87. 7-8877.  
GIRL FR., 17 yrs., construc-  
tion business. Exr. GE, 17506.  
CLEANING by the hr., white,  
or refs. L. R. only. 433-9319.  
NURSE, colored lady, w/inf.  
Call 634-2322.  
EXPER.—Drs. refs. Preler  
\$1000 shift or relief duty. HE  
DND sewing in my home (socio-  
pression & shirts. 437-7332.  
DESIGNER wants 3 or 4  
Drs. Preler 437-7332.  
TYPING, addressing, mailings,  
home, Call even. 634-3537/3538.

**Work Wanted**  
(Men, Women)  
**MEN - WOMEN - STUDENTS**  
in your area. 1835, 5th St S  
Factory, Clermont, Pa.  
Part time & full time.  
**AIRLINE SCHOOL PACIFIC**  
Call 627-3384

**Care of Children**  
(Licensed Nurses Only)  
THE Independent, Press-Tele  
recommends that all references  
carefully checked for  
safety and care of minor child.

**CHILD CARE**  
Seeking job opportunity in  
Tombala, Mr. Holand, 834 St.  
CHILD care in licensed home.  
Studebaker, Rd. & Altoona  
Infant to 2 years. Ph. 424-  
LOVE CARE FOR CHILDREN  
REASONABLE. CALL 444-  
DAY CARE - Foreign, day, Hot line  
Licensed nurse  
PRE-SCHOOL child care, day

**Swaps**

WILL DO swaps or housepaint  
and transportation car or  
wagon.

**Miscellaneous Wanted**

URGENT PRICES PAID FOR  
ALL TYPES OF RUBBER  
ITEMS. BEN COOK BLDG.

**NEEDED - Prompt for delivery**  
of tires for cars and light  
trucks. Call Mike Cook, 4-  
8700.

BUTYRAC, three, tires, heels,  
etc. HE 2915; HE  
WANTED - An experienced  
welder, must weld  
gas-turbine and tools

**Laboratory and Tools**

AUTOMATIC transcription

[illegible]

TABLE SAW drill press.  
Call 855-5665







## Journey into CLASSIFIED

**Topping the Best Seller List in Southern Los Angeles County ...**  
**This is the story of a Long Beach**  
**Independent, Press-Telegram CLASSIFIED AD**  
**and its journey, originating with you and ending with a satisfied buyer**



### 1. ADVERTISER

You pick up your phone. Dial Classified Direct—HE 2-5959\*—and place your ad. Whether you want to buy or sell an item, or you are offering or wanting a service, a Classified Ad can help you.

\*in Lakewood, call ME 3-0764  
Bellflower, TO 6-1721  
Garden Grove, JE 7-9120



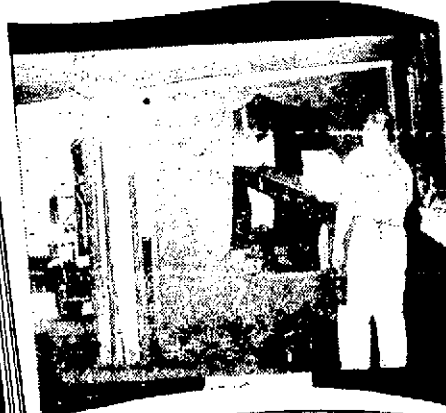
### 6. PRESSROOM

The curved press plate for each page is fitted and locked around the rollers of the press. Normal running speed of our press is more than 52,000 newspapers an hour. After the paper is printed, conveyors carry the papers from the press to the mailing room.



### 2. AD TAKER

One of 24 well trained ad writers answers your call. 17 girls handle contract accounts and 7 serve individual advertisers. Throughout the day the new ad copy is checked over and forwarded to the Composing Room, where ads are set in type.



### 7. LOADING TRUCKS

After being counted, bundled and labeled, the papers containing your Classified Ad are carried by conveyors to the loading platform where they are placed on trucks and sent on their way to all areas in Long Beach and suburban areas.



### 3. LINOTYPE

Your ad is received in the Composing Room, where a skilled operator sets the ad on a machine similar to a typewriter which sets your ad in lead type. Each line of type is one piece of metal which is placed in a metal tray called a galley.



### 8. 160,000 NEWSPAPERS ARE CIRCULATED THROUGHOUT THE LONG BEACH AREA DAILY

One of 1500 young businessmen (your newspaperboy) then picks up the papers and delivers them promptly to his portion of the subscribers to The Independent and Press-Telegram.



### 4. PLACING TYPE IN CHASE

After proofreading, your ad—along with hundreds of others—is placed according to classification in a heavy steel form called a "chase." This work is done by a make-up man, and upon completion, page numbers are inserted and the loose type is locked up in the "chase" so that it will remain solidly in place. The "chase" is now ready for the Stereotype Department.



### 9. Potential Buyers

Results! People shop the Classified Pages. By placing your ad at our special 7 day rate, you have a better opportunity of meeting just the right person interested in your Classified Ad. Remember, as soon as you have obtained results, you may cancel your ad, and you will be charged only the appropriate rate for the number of days the ad appeared.



### 5. STEREO DEPT.

Here a wood fibre matrix is placed over the page of type. This mat is then molded onto the type by a roller which applies tremendous pressure. This mat reproduction is then dried in a curved form to be sent to the casting box, where the actual curved press plates are made.

It's a fascinating story, and what's even more surprising is the fact that a little 10-word Classified Advertisement can take a 7-day journey in the Independent and Press-Telegram for only \$7.00.

**Independent Press-Telegram**

## CLASSIFIED

in Long Beach **HE 2-5959**

in Lakewood Bellflower Garden Grove  
**ME 3-0764 TO 6-1721 JE 7-9120**



## NEIGHBORHOOD SALES CENTERS

#9 LOS ALTOS	2915 Bellflower Blvd.	HA 1-82
#10 NORTH LONG BEACH	5458 Atlantic Avenue	GA 2-12
#11 PLAZA	2224 Palo Verde Avenue	GE 1-13
#12 SEAL BEACH	333 Main Street	GE 1-25
#13 WESTMINSTER	14034 Beach Blvd.	TW 3-75
		596-185
#14 WESTSIDE/WRIGLEY	482 W. Willow Street	GA 8-39
#15 BUENA PARK	2666 W. Lincoln Avenue	TA 7-51
		596-43
		638-44
#16 EAST GARDEN GROVE	12321 Harbor Blvd.	437-15

## BUSINESS & INDUSTRIAL

**BE INDEPENDENT**  
Employ yourself. Select a well established going business.  
Income:  
Home Made Candy Store ..... \$4  
Coffee Shop-Lunches ..... \$2  
Beauty Salon ..... \$1  
Pony Super Mkt ..... \$15  
Laundry ..... \$21  
Pet Shop ..... \$4  
ALL OFFICE #10 ..... CA 7-4  
**12 U. SUNSET BEACH**

Own and manage your own beach rentals by the day, week, month. Older, but in good condition. Situated between beach & 101 Hwy.  
(507) OFFICE #12 GE 3

**18-UNIT MOTEL**  
Some units with kitchens may be rented by day, week or month. X-2 Summer Beach rentals. Z-2 X-2 Hi-Rise. Good income & tax.

appreciation. \$18,900.  
(V10) OFFICE #12 GE 1  
**DUPLEX**  
**FURN. 2-STORY**  
Duplex 1 BR. each in Belmont  
Shore. Separate dining room  
car garage. Lot 35x90. 1 block  
Ocean. \$27,000.  
P114) OFFICE #3 GE 9

1 BR each Duplex in front of  
2 BR in rear over 4 gar.  
Each unit has separate d.  
room, storage rm, laun. rm.  
fire w/ income TODAY.  
(N161) OFFICE #3 WE 2

---

**2 BR'S, \$19,900**  
Contemporary, quiet & close  
Westminster's parochial sch.  
A good value (appearing in

★ OPEN SUNDAY 1.  
4809 COLORADO  
GOLD MEDALLIONS  
Beautiful 3BR's each 1 1/2!  
Marvelous view & just steps  
from & Marine Stadium, BO  
Recreation Park, Colorado

**INCOME TAX UMBRELLA**  
Home + 2 houses for re-  
come \$170 + owner's lot  
Built ins. Nr schools. mkt's  
dn. Clean. Ldscd on West  
(N167) OFFICE #20 GA

50139 \$4 lot with 10' alley.  
to everything on Raymond  
3 BR; Gen. income on rear  
with 2 garages.  
(N172) OFFICE #1 GE

---

\$900/MO. INCOME  
12 furnished units on 5  
Close to bus & downtown.  
(T247) OFFICE #3 HE

★ ★  
OPEN SUNDAY 1  
730-740 CHERRY  
2 ON 1  
BUILT-IN PRIVACY  
2BR each. Just off 7th & C  
Large R-4 lot. excellent  
Owner will help finance.  
(917)99 OFFICE 28 GE

**YOU SUBMIT BOY**  
OMC 1st or 2nd on these  
wished units. Located near  
close to schs, shops &  
Good income & financing  
(T229) OFFICE #2 HA

---

**DUPLEX + HOM**  
2 BR's each in Duplex—oil  
ins. 1100 sq ft in each unit.  
has 2 BR's + Den. Be

LOWERING YOUR TAXES  
By owning this Fine Triple  
down all 2 BR's. Gold are  
trade for R. 3. R. 4.  
(IN177) OFFICE 22 MA 3445 WA  
**LOWER THAN RE**  
By owning this Fine Triple  
down all 2 BR's. Gold are  
trade for R. 3. R. 4.  
(IN177) OFFICE 22 MA 3445 WA  
**HOME & INCON**

2 BR and 1-BR frame, good condition, 63 ft frontage at Ave. Room to start business. Submit \$1500 down. Hurry! (N1777) OFFICE \$10 GA

beach. Close to Shops in  
Shore.  
(7222) OFFICE 23 CR

---

**3 ON 1**  
**LIVE RENT FREE**  
Let other 2 sons pay you  
while you buy this near  
Triplex in Santa Ana. A  
fine shopping area!  
(66199) OFFICE 27 JR

**3 ON SIGNAL H**  
Beautiful view, good inc.  
good financing! Send \$100  
you ask for 2 BR & 1 BA  
NOT.  
(N170) OFFICE 28 MA  
**HOME & INC. 3**  
Spacious 2 BR home, b  
fireplace, 1 1/2-bath, 2 car  
PLUS 3 units, 3 tow l

217-508 DOWN  
(7142) OFFICE 2ND C  
6 IN WRIGLEY  
All furnished apts in GOOD  
area. Mr shops, schs, & c  
\$501 Mo income. Will be  
SUBARU DOWN  
(7228) OFFICE 2ND C  
\$600 "PAT" INCC  
A units. 2 BR's each in

garages off alley. Priced  
than Ex's gross. Fitness  
s.e.  
(T24) OFFICE 29 H.

**G**ads Long Beach-LA.  
Direct mail program

advertising consultants  
r-traffic of 700,000

176

See Open House Directory In Classification 139 - See Auto Directory In Classification 176















4 Empl. Agencies (Wom.) 24

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**WOMEN**

**CERTIFIED**  
Personnel Service Agency  
19 Pine, Rm 412 HE 6-627  
**JR. SECY.: FREE**  
Training potential for the

**JR. ACCT.: FEE**

Growing local firm has a terrific  
 office for a Shergal Gal \$250  
 per  
**STENOS: FREE**  
 Versatile girls with good skill  
 will love this busy etc. \$4  
**GAL FRIDAY: FREE**  
 Capote Miss for a challenging  
 spot at personnel etc. \$1  
**TYPIST: FREE**  
 Exciting spot if you like doing  
 heavy typing \$10 to \$12  
**RECEPTIONIST: FREE**

Once in a lifetime Gem for the  
well doomed Lark — to be  
**PERS'NEL CLK.: FREE**  
Avert gal with figure ability  
this action etc. — to be  
**NCR OPR.: FREE**  
Good exp. pays off by this  
goodness from

[illegible]

\$350  
 \$325  
 \$500  
 \$400  
 \$450  
 \$412

LYN & several  
 Med Asst., expd U.S. \_\_\_\_\_

\*\*\* PARTIAL LISTING ONLY \*\*\*

Claire Carmody  
 GOLDEN WEST

3144 AGENCY  
3350 19 Pine, Rm 314 HE 7-0  
6325

SECY. GIRLS FRIDAY  
21.25 good S.W. some babs  
PERSONNEL ASSISTANT 150  
and 2nd degree, 1940 25.25  
LITE STENO. GEN OFC  
shard ad. personnel dept.  
RECEIPT STAFF TYPIST  
1940 S.W. more, stable, c  
SECY RECEIPT 150  
1940 BGS 1940 type 25.25  
STENO. GEN OFC 150  
SECY. GEN OFC. Torrance  
SECY. WILLIAM CAR  
to good skills, mature, stable  
1940 25.25  
20.50 1940 S.W. hand, type 50  
Rm 3300 OPR  
1940 25.25  
and ad. RECEIPT BY L.S.  
CONFIDENTIAL 150  
shard ad. 21.25 type, L.S.

1300 MO. to greet  
and ad-  
1325 MO.  
P.S. 407.  
1400 W.K.  
S.W. 416.

CREDIT CHECKER, L.B.\_\_\_\_\_  
Bright fine local girl  
P.S. GEN/OFC. L.B.\_\_\_\_\_  
cardless, use 19 yrs. 35 45  
GENERAL OFFICE, L.B.\_\_\_\_\_  
mature detail girl, live ty  
DICTAPHY TYPIST, L.B.\_\_\_\_\_  
very gal 21 40 yrs 60+  
P.BX RECEIPT, CAR.\_\_\_\_\_  
19 yrs 35 45

**WOLFE CO.**  
SALOON BAR  
opening 707  
ave.  
\$100 W.K.

**FLOATER**  
**77-1508**

**FREE-JOBS**

NCR 3100 top girl  
NCR 3120 receive & pay

Starts w/ etc mpr  
Trst for shipping & receive  
Girl Friday  
A C hand posting  
Personnel assist histist

Inventory control  
Public relations  
A/C & payable clerk  
Dictaphone etc mach  
Order desk time  
Correspondent & report  
typ st  
Clerk typist three  
Typ st. front etc three  
Typ st. clerk typist

**LYON AGENCY**  
LONG BEACH  
5271 Atlantic  
**LYNWOOD**  
12619 Long Beach Blvd.  
**DOWNEY**  
8644 E. Florence

**QUALIFIED SO**  
at  
**QUALIFIED**  
**PERSONNEL AGEN**  
**FREE**  
SECYS—S.M. Type 60, 3  
ORDER Desk—Cust. Serv.

58 244  
to 390  
830 238  
97 264  
0000  
LOCK  
to 225  
to 225  
308 00  
to 250  
223 00  
to 225  
2 78 00  
2 50 00  
308 00  
97 225  
ONLY

GIRL FR. 5 M & 7 YRS  
FREE  
STOCK Clerk, matura, no  
food handling  
to 225  
A P & A Clerk, flowers  
FACTORY TRAIN  
No experience necessary  
to 225  
7 50 LONG BEACH  
EDMONTON-SP 4272  
Brown-Alford & Arden  
VOGUE AGE  
420 ATLANTIC  
PREFERRED JOBS  
FOR PARTICULAR UN  
PBK COMPUTERIST  
Cosmetic Supervisor

PERSONNEL  
EMPLOYMENT AGE  
177 L.B. BL. (18th) Bldg.  
424 7039 Long Beach  
GENERAL OFFICE  
ROCKEFELLER

\$325  
 \$150  
 \$300  
 to \$275  
 \$275  
 \$360

FACTORY times day  
 WED 8:15 20.35  
 LIBERTY  
 EMPLOYMENT AG  
 1927 Long Beach  
 Lynwood & Florence P  
 Huntington Park  
 MEDICAL SECTY.  
 S.M. Hyatt, work &  
 assistant 2nd person  
 wood 2nd  
 10TH PR & PE  
 10TH PR & PE  
 10TH PR & PE  
 10TH PR & PE  
 10TH PR & PE

**LIBERTY**  
EMPLOYMENT AG.  
77427 Long Beach  
Lrwood PR

**AN**  
JONES  
Chevrolet  
East Hwy.

**NIC**  
around min.  
each Blvd.

**for** Call: 865-  
1100  
Fax: 865-1102  
Fax: 865-1102  
501 5002

**LINE-5001**  
East Hwy.

**YOUNG MEN**  
Deliver great appliances  
and electronics. Top  
pay per week for 4 part. C  
essary. Apply 18-30  
there at 2004 Arden

**NEW DEVELOP**  
Real Estate Salesman  
for tract & individ.  
Good potential with  
experience for right  
MR. IKERO

**OUTSTANDING** opportunity  
personnel willing to be  
trained. Call 865-501-  
Foster, 254 N.D. & M.  
501 5002

**EXPERIENCED I.D.**  
& CS-08 grinder wanted











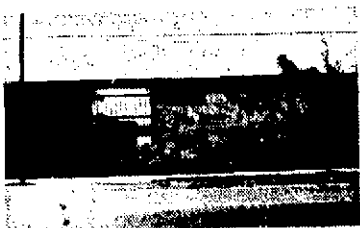


# The New Exciting Way to Live

## APARTMENTS

### That Guarantee an Extra Measure of Living

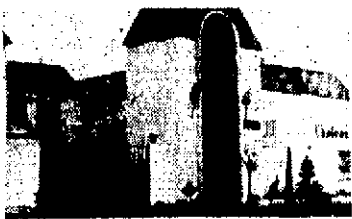
## IN NORWALK



## THE LANCER

12747 Pioneer Blvd., Norwalk  
Luxuriously Furnished or Unfurnished  
1 and 2-Bedrooms, \$90 up  
Carpets and Drapes, Built-in Gas Range, Heated Pool.  
Res. Manager 863-9264  
Key Management, Inc. LO 4-6641  
Balanced Power Apartments

## IN DOWNEY



## CHATEAU

8525 IMPERIAL HWY., DOWNEY  
Executive Studio Apartments for Ideal Family Living  
Furnished 2-Bedroom, 2-Bath, 1000 Sq. Ft.  
Built-in Gas Range, Carpets and Drapes.  
\$155 Res. Manager 923-1105  
Key Management, Inc. LO 4-6641  
Balanced Power Apartments

## IN BELLFLOWER



## TIFFANY

9826 Cedar, Bellflower  
Bellflower's Jewel. Economical Elegance.  
Furnished and Unfurnished 2-Bedroom  
\$105 and up  
Carpets, Drapes, Built-in Gas Range  
Pool. Recreation Area. Carports  
Res. Manager, 925-6351  
Key Management, Inc. LO 4-6641  
Balanced Power Apartments

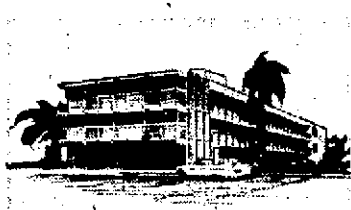
## IN SOUTH GATE



## EL DORADO

5601 E. Gardendale, South Gate  
IDEAL FAMILY LIVING  
Furnished and Unfurnished 1 and 2-Bedroom, \$95 up  
Carpets and Drapes. Built-in Gas Range  
Separate Recreation Area for Adults and Children  
Private Patios and Balconies  
Club Lounge with Color TV, Pool  
Res. Manager 923-6269  
Key Management, Inc. LO 4-6641  
Balanced Power Apartments

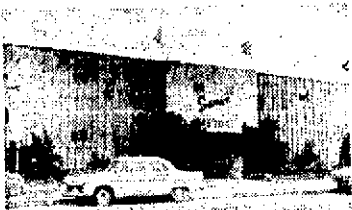
## IN LONG BEACH



## 650 LINDEN AVE.

Furnished and Unfurnished 1 and 2-Bedrooms  
1 and 2 Baths, W-to-Wall Carpeting, Custom-made Drapes  
Built-in Electric Kitchens, Elevator, Ceiling Heat and  
Beautifully Landscaped  
432-5893 HA 4-5559

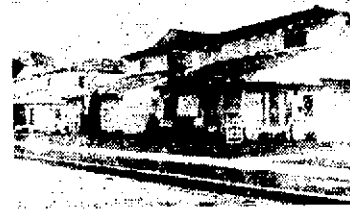
## IN PARAMOUNT



## 15704-24 S. ORANGE AVE.

2 WEEKS FREE RENT WITH THIS AD (PT)  
Beautiful Apartments—Furnished and Unfurnished  
\$70—SINGLES—2-BEDROOMS  
Heated Pool—Children Welcome! Playground  
ME 0-5431 or ME 0-6492  
Paramount (Close to Long Beach Freeway)

## IN LONG BEACH



## 282 E. MARKER ST.

— DUPLEXES —  
3300 SQ. FT. 3-Bedroom Studio, 2-Bath, Step-down Living Room  
Unusual Fireplaces, Walk-in Closets, Formal Dining Room  
Dishwasher, Mr. & Mrs. Pullman, FA Heat, Garage  
1 Block N. of Artesia, 1st St. W. of Long Beach Freeway, Long Beach  
Phone 868-6742 GA 2-1205

## IN LONG BEACH



## BROADWAY PLAZA

Just completed 1, 2 & 3 br., 1 1/2 bath plush apartment.  
Swimming pool, 9-hole putting green, elevator,  
private patios, soundproof, garages, all electric.  
Close-in location. From \$135.  
2611 E. Broadway

## IN LONG BEACH



## GOLD MEDALLION

2 Bdrms., 1 1/2 Baths  
Studio Apts.—Unfurnished.  
W-W carpeting, drapes, private patios.  
Adults

267 Newport

439-2314

## IN LONG BEACH



## PARK DEL AMO

THE VERY BEST PLACE TO LIVE  
\*1 & 2 bedroom—from \$95  
\*Large rooms & closets  
\*Private patios—garages  
\*Carpeted, draped, F.A. heat  
\*Beautiful garden atmosphere  
\*Separate adult section

4910 Castana (Near Lakewood Blvd. and Del Amo)  
(1 Block from Lakewood Center)

## IN LONG BEACH



## 1235-1243 E. OCEAN BLVD.

- Priv. dressing area
- 1 or 2 lge. br. suites
- Richly eqptd. & qual. draped
- All-elec. kitchen
- Functional lighting
- Pool heated year 'round
- Patio & BBQ facilities
- Start \$165 furn.
- Ocean Ave., a prestige level
- Luxurious penthouse avail.

## IN GARDEN GROVE



## VISTA DEL CAMPO

Gracious living at new deluxe Garden Apts. 2 & 3 bedroom furn. or unfurn. Fabulous swimming pool, recreation halls, \$115 & up.  
11050 Cynthia Circle  
Garden Grove  
(Just N. of Westminster on Yonero)  
638-4322

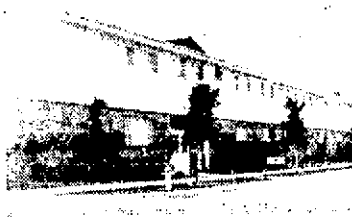
## IN LONG BEACH



## GRANADA TOWERS

220 Granada Ave.  
Open Sat. & Sun.  
Unfurnished new 1 and 2-bdrm.—all-electric heat, carpets, drapes,  
G.E. kitchen, disposal, dishwasher, range & oven. Top quality construction. Elevator. \$140 to \$190. Plus \$10 per parking stall, automatic garage doors, beautifully landscaped.

## IN LAKEWOOD



## 4101 DEEBOYAR AVE., LAKEWOOD

✓ New ✓ Distinctive. Unusually large unfurnished 2-bdrm, 2-bath. Detached pool and recreation area, high quality carpeting and drapes. Center garden court. Air conditioned, sound proofed, abundant closets and storage. Nr. trans. and shopping. (Off corner of Carson & Deeboyar, across from Cal Store)

## IN LONG BEACH



## ATHERTON WEST

On Ximena, 1/2 Block North of Pacific Coast Hwy.  
Children and Small Pets Welcome  
Unfurnished 1 and 2-Bedroom from \$105  
Furnished 1 and 2-Bedroom from \$135  
Balanced Power, Private Playgrounds, Separate Adult Section  
5 Heated Pools and Wading Pool  
Walk to Los Altos Shopping Center  
Model Apartments Open Until 7:30 P.M. GE 8-5036

## IN WILMINGTON



## PALM SPRINGS LIVING

at Half the Price  
\$95-\$125  
• Heated pool  
• 1 and 2-bdrm., furnished or unfurnished  
• Private parking and laundrette  
• Free utilities

Wilmington

TE 0-0505

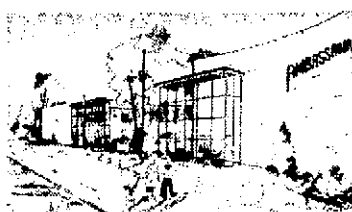
## IN PLACENTIA



## SHOJI

140 West Orangeflora, Placentia  
1-Story Garden Apartments—Ideal Family Living  
Furnished and Unfurnished 2-Bedrooms  
Built-in Gas Range, Carpets and Drapes  
2 Pools, 2 Recreation Areas  
\$97.50 up  
Res. Manager (714) LA 8-2535  
Key Management, Inc. LO 4-6641  
Balanced Power Apartments

## IN DOWNEY



## AMBASSADOR APARTMENTS

10345 Western Avenue, Downey  
24 Luxury 2-Bdrm., 2-Bath Units (over 1200 sq. ft.)  
76 Contemporary 1 and 2-Bedroom Units  
Furnished and Unfurnished  
Air conditioned, Dishwashers, "Too" pampering carpets,  
built-in gas range, pool, private balconies and patios.  
Adults \$95 up. Res. Mgr. 923-6676  
Key Management, Inc. LO 4-6641  
Balanced Power Apartments

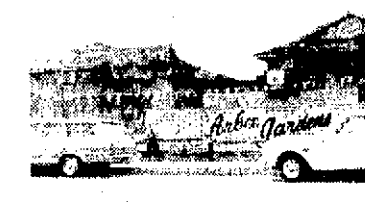
## LONG BEACH



## 6535 CHERRY

State-Wide Developers'  
newest 2 & 3-Bedroom units.  
Gold Medallion — Ultra Deluxe  
Model open daily — For Sale or Rent

## IN BELLFLOWER



## ARBEE GARDENS—BRAND NEW

2 & 3 Bedroom Pool Apts. Furn. or Unfurn.  
1100 to 1400 Sq. Ft. From \$125 mo.  
Centrally Located Between Douglas and North American  
16245 Lakewood Blvd., Bellflower  
Phone 834-3131

## IN LONG BEACH



## 1736 SHERMAN PLACE

Beautiful, Spacious 1 and 2-Bedroom Apartments Available  
Drapes, Wall-to-Wall Carpets, Large Closets, Ideal Location.  
1 Block E. of Cherry, 1 Block S. of Pacific Coast Highway  
Manager, Apt. 1 GE 4-2428

## IN BELLFLOWER



## CHAR-BELLE—NEW 3-BEDROOM APTS.

Over 1400 sq. ft. of family luxury living. Swimming pool, nylon carpeting, lovely drapes, dishwasher, disposal, private patios, soundproof, insulated. Lovely shade trees.  
17644 Carpintero—Bellflower  
1 Block E. of Woodruff Ave., So. of Artesia Blvd. Phone 867-1516

## IN LONG BEACH



## 3380 ADRIATIC

(Off Santa Fe)  
"1 MONTH FREE RENT"  
2-BEDROOM NEWLY DECORATED  
NEAR PARKS, SCHOOLS, BUSINESS, TRANSPORTATION  
\$89.50 MONTH. PH. 426-2851

## IN LONG BEACH



## NEAR BELMONT SHORE

BUT CHEAPER  
4500 E. 7th STREET  
1 and 2-Bedroom, New Furniture, Wall-to-Wall Carpet  
Pool Garage  
WILL RENT BY DAY, WEEK, MONTH OR YEAR  
TEENS OK NEAR WILSON HIGH



[illegible]





# Move Up to Elegance

# APARTMENTS

Designed for Carefree Southland Living

IN DOWNEY



## DE LISO

12425 Paramount Avenue, Downey  
 QUIET EXECUTIVE LIVING  
 In Ideal Location  
 Furnished and Unfurnished 2-Bedroom, 2-Bath  
 Also Luxurious 1-Bedroom w/Queen-size Bed  
 Carpets and Drapes, Fireplace, Built-in Gas Range  
 Private Dressing Rooms  
 Adults \$125 up  
 Res. Manager 869-2748  
 Key Management, Inc. LO 4-6641  
 Balanced Power Apartments

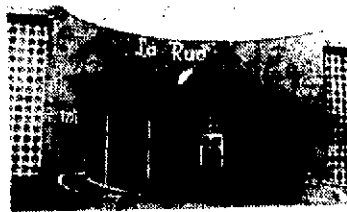
IN DOWNEY



## COUNTRY CLUB MANOR

12130 Old River School Road, Downey  
 "Country Club Living at Its Best." Furnished and Unfurnished  
 1 and 2-Bedroom, Also 1-Bedroom Deluxe Furnished  
 w/Queen-size Canopy Bed, Carpets, Drapes, Built-in Gas Range,  
 Pool and Club Lounge  
 Adults \$95 up Res. Manager 923-2500  
 Key Management, Inc. LO 4-6641  
 Balanced Power Apartments

IN DOWNEY



## LA RUE

8721 Imperial, Downey — Ideal location for the Executive Preview  
 Showing of our Elegantly Decorated Apartments. Choice of 6 differ-  
 ent color combinations to fit your personality. Furnished & Unfurn.  
 1 & 2 Bedroom Apts. Built-in Gas Ranges, Carpets & Drapes, Club  
 Lounge, Pool, Recreation Area.  
 Adults, Res. Manager, 869-2642  
 Key Management, Inc., LO 4-6641  
 Balanced Power Apartments

IN LA HABRA



## PARK LANE

400 North Hazel, La Habra  
 Plenty of Room for Children to  
 "HORSE AROUND"  
 Fenced and Landscaped Back Yards, Fantasy Playground Equipment  
 by "Jamison." Separate Sections for Various Play Groups.  
 Baby Sitters Available, 25¢ Hour Daily Rate  
 1 and 2-Bedroom Furnished and Unfurnished  
 Carpets, Drapes, Built-in Gas Range  
 \$95 up Res. Manager 891-6491  
 Key Management, Inc. LO 4-6641  
 Balanced Power Apartments

IN LONG BEACH



## THE PALMS

1940 PINE AVE.  
 Spacious 2-Bedroom Deluxe Unfurnished Apartments  
 Gold Medallion — \$110  
 Soundproofed Built-in Range and Oven  
 Luxurious Carpeting, Large Closets, Draped  
 Closed Garages Available  
 Convenient to Freeways and Shopping  
 Phone 591-4236 or GA 8-8064

IN LONG BEACH



## 1315 E. 7th ST.

ROYAL VILLA  
 TOTAL ELECTRIC GOLD MEDALLION  
 Spacious 2-Bedroom, 1 1/2-Baths (up to 1100 sq. ft.). Also lovely  
 1-Bedroom — Furnished and Unfurnished.  
 NEW SUPER MARKET & SHOPPING 1/2 BLOCK AWAY  
 Marble, Pullman bath, Sub-fert. garage (security w/radio-controlled  
 door). Phone jacks every room, automatic elevator, private terraces  
 and inner court, roof garden, sun deck, intercom, built-in kitchen,  
 plush carpets and drapes, laundry room.  
 From \$120 — Mgr. — 437-4844

IN BELLFLOWER



## YUCCA ARMS

Deluxe Furnished 1 and 2-Bedroom From \$95  
 Gym — Steam Room — Heated Pool — Recreation Area  
 Built-ins Hi-Fi  
 Carpets and Drapes Refrigerators  
 Parking Children OK  
 See our excellent Managers, Mr. and Mrs. Bremen  
 9210 Compton Blvd., Bellflower 867-9408

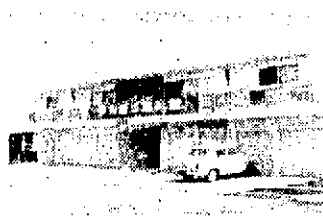
IN LONG BEACH



## FOR SALE — DUPLEXES

OPEN HOUSE  
 282 MARKER  
 (1 blk. N. of Artesia — 1st St. W. of L.B. Freeway)  
 WE TAKE TRADES  
 VERY POSH! PERFECT HOME & INCOME  
 All the extras of a custom-bld. home incl. formal din. rm. & fireplace.  
 Ph: 868-6724

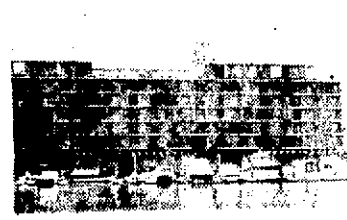
IN LONG BEACH



## VEL-DON APTS.

Look no further for the largest 1 & 2 brs. in East Long Beach. Brand  
 new, deluxe unfurn. Sparkling heated pool, btl-ins, xint carpets & drapes,  
 refrig., BBQ, patio, garage, nr. 2 shopping centers & transportation.  
 Lovely area, from only \$105 up, 1530 Park Ave. Nr. Pacific Coast Hwy.  
 GE 8-3467 anytime

IN LONG BEACH



## PORTOFINO MARINAPARTMENTS

5400 The Toledo, Long Beach, 434-8867. Panhouse residences —  
 3000 sq. ft. in comparable view of Naples-Alamitos Bay. Private  
 Sunroom, patios and reflection pools. The last word in dlx. features  
 & appliances. Also avail. 2 & 3 brdms.—2 baths units. Ultimate in  
 luxury & conveniences. 35 min. to dtwn. L.A. Mgmt. by Coldwell,  
 Banker & Co.

IN LONG BEACH



## THE COVES

✓ Belmont Shore  
 ✓ 1-br. furn. \$110 up  
 ✓ Decorator furn.  
 ✓ Each apt. different motif  
 ✓ White pullman baths  
 ✓ Kitch., bar, built-ins  
 ✓ 2 sun decks, pool  
 ✓ Play area, firepit, BBQ  
 ✓ Tropical landsc.  
 ✓ 5104-5136 Livingston Dr.

IN LONG BEACH



## 1522 REDONDO

New Gold Medallion  
 Unfurnished or will furnish.  
 2 brdms, studio type with 1 1/2 baths.  
 1-brdm. & 2 furnished bachelor apts.  
 Garages, carpeting, draperies.  
 Really nice!

IN LONG BEACH



## 315 GLADYS

JUST COMPLETED GOLD MEDALLION  
 Furnished & unfurnished 1 & 2 br. You must see these beautiful  
 3-story apts. W-w carpeting throughout, btl-ins & many other lovely  
 features including a recreation room. Teenagers & pets welcome.  
 Luxurious living at low prices. Only \$108 & \$120.

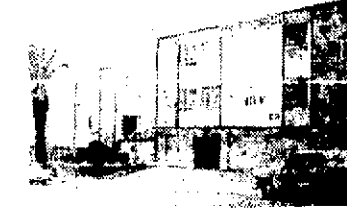
IN LONG BEACH



## MONA LISA

2767 E. 3rd St. Open 1:30 to 5  
 1 and 2 br. apt. homes. \$14,500 and up. The newest in apt. living  
 is now available for you. Reserve now for good selection. Richly  
 carpeted and draped, built-in range & oven, elevator, street level  
 electric garage. Long term 25% down financing.  
 GOLD MEDALLION—ALL ELECTRIC  
 G. G. Wright, Realtor GE 9-2151 2238 E. Broadway

IN LONG BEACH



## LOMA VIEW APARTMENTS

OVERLOOKING LONG BEACH  
 1, 2 & 3 br.—1-2 baths  
 ALL GOLD MEDALLION  
 Furn. & unfurn. Pool, recreation room, penthouse, underground parking,  
 radiant heat, carpets, drapes. From \$105. Adults.  
 \*\*This Week Only— 1 MONTH FREE RENT\*\*  
 1751 LOMA HE 8-9539 or HA 1-7129  
 Manager Apt. 10

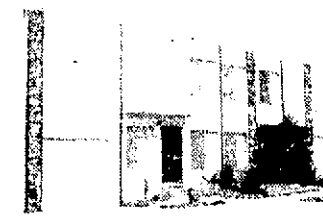
IN LONG BEACH



## SURF TERRACE

WHERE TERMINO MEETS THE SEAS  
 1, 2 & 3 br.—1 & 2 baths—furn. & unfurn. Some with a private back-  
 yard patio, but all have balconies with a  
 VIEW OF THE BLUE PACIFIC  
 Subterranean garages, elevators, laundry facilities.  
 100% G.E. APPLIANCES GOLD MEDALLION  
 S-h-h-h-h-h-h—All apts. are soundproofed.  
 COME AND SEE! 11 South Tarrine

IN LONG BEACH



## 1431 OBISPO

\$85—New 2-br. 1/2 blk. to new Belmont Shop Ctr.  
 Near bank & post ofc. Xint. bus service.  
 Range, wall-to-wall carpet, drapes, lg-  
 closets, breakfast bar, garage. Teenager  
 OK. Refrigerator available.  
 GE 3-0092

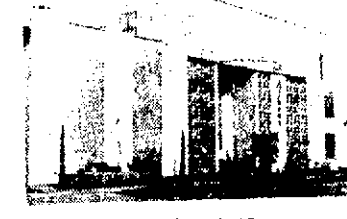
IN DOWNEY



## MARQUIS APARTMENTS

7300 E. Florence Avenue, Downey  
 Furnished and Unfurnished 1 and 2-Bedroom  
 Also Deluxe Furnished 1-Bedroom  
 Wall-to-wall Carpets, Draperies, Built-in Gas Range  
 Recreation Area, BBQ's, Private Patios, Pools, Adults.  
 Res. Manager TO 1-7021  
 Key Management, Inc. LO 4-6641  
 Balanced Power Apartments

IN NORTH LONG BEACH



## ATHENS

1801 East 68th St., North Long Beach  
 2-Bedroom Furnished Apartments. Decorated by "Boman's of  
 South Gate." Ideal Family Living in Quiet, Convenient Location.  
 Built-in Gas Ranges, Pool, Private Patios, Balconies, Recreation.  
 Res. Manager 422-9069  
 Key Management, Inc. LO 4-6641  
 Balanced Power Apartments

IN LONG BEACH



## SOUTHWOOD MANOR

FURNISHED AND UNFURNISHED  
 1, 2 and 3 Bedroom Apartments, Studio or Flat  
 Southwood Manor offers the finest in comfort and luxury  
 living at reasonable prices. Extras include: carpets,  
 drapes, large baths, built-ins, refrigerators,  
 dishwashers. Choice of with or without pool —  
 With or without children  
 100% G.E. APPLIANCES  
 56th at the corner of Paramount Blvd.

IN TORRANCE



## PALM TERRACE

Residential Apartments — Torrance's Finest Homes — 1, 2, 3-Bdrm.  
 Spacious Units. All carpeted, draped, built-ins. Gold Medallion, all-  
 electric by Hotpoint, Garages, alley entrances. Just 4-unit buildings  
 designed with the discriminate in mind. Children welcome. From  
 \$89 mo. Convenient to churches, schools, shopping. 3720 Emerald St.  
 (1 Block N. of Torrance Blvd., E. of Hawthorne Blvd.)  
 371-1427 Managers, Mr. and Mrs. Fox

IN LONG BEACH



## MORE FOR LESS

SEE  
 PRESTIGE ADDRESS  
 NEW 1 AND 2-BEDROOM APARTMENTS  
 DECORATOR FURNISHED  
 HEATED POOL  
 GARAGES  
 1761 E. FIRST STREET

IN BELLFLOWER



## THE FLAMINGO

2 Bedrooms Furnished & Unfurnished  
 Fully Carpeted & Custom Draped  
 • Shuffleboard Courts • R.B.O. Pits  
 • Ping Pong Tables • All Elec. Gold Medallion Kitch.  
 • Putting Green • Children Over 15 Accepted  
 Mr. & Mrs. Metz, Managers  
 17928 Woodruff Ave., Bellflower  
 925-4410

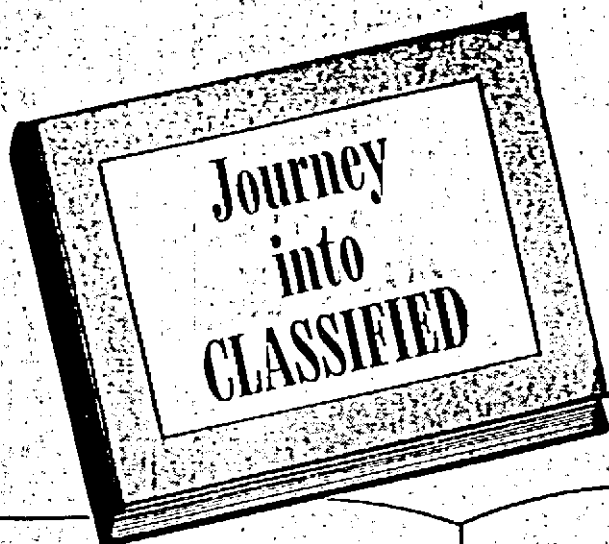
IN BELLFLOWER




## TALLY-HO

1 & 2 BR. Furnished or unfurn. From \$94.50 monthly. • Built-in dress-  
 ing room • All electric kitchen • Range • Oven • Refrigerator  
 • Garbage Disposal • Completely Carpeted & Custom Draped •  
 Garage & Storage • Space for everyone. For outdoor fun enjoy  
 the beautiful pool • sun decks • barbecue grill • wet bar • Fenced  
 in patios • Shuffleboard courts.  
 10522 E. Artesia, Bellflower, 925-4369  
 Frank & Lola Hughes, Managers






**Topping the Best Seller List in Southern Los Angeles County . . .**  
**This is the story of a Long Beach**  
**Independent, Press-Telegram CLASSIFIED AD**  
**and its journey, originating with you and ending with a satisfied buyer**



**1. ADVERTISER**


You pick up your phone. Dial Classified Direct—HE 2-5959\*—and place your ad. Whether you want to buy or sell an item, or you are offering or wanting a service, a Classified Ad can help you.

\*in Lakewood, call ME 3-0764  
Bellflower, TO 6-1721  
Garden Grove, JE 7-9120




**6. PRESSROOM**

The curved press plate for each page is fitted and locked around the rollers of the press. Normal running speed of our press is more than 52,000 newspapers an hour. After the paper is printed, conveyors carry the papers from the press to the mailing room.



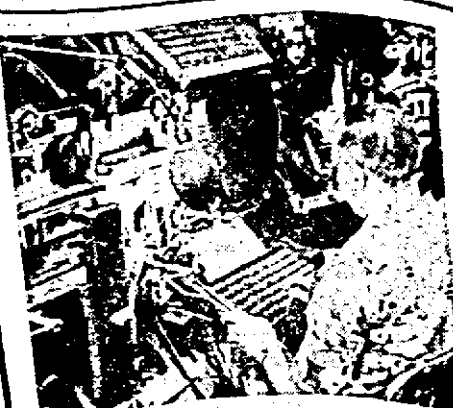
**2. AD TAKER**

One of 24 well trained ad writers answers your call. 17 girls handle contract accounts and 7 serve individual advertisers. Throughout the day the new ad copy is checked over and forwarded to the Composing Room, where ads are set in type.




**7. LOADING TRUCKS**

After being counted, bundled and labeled, the papers containing your Classified Ad are carried by conveyors to the loading platform where they are placed on trucks and sent on their way to all areas in Long Beach and suburban areas.



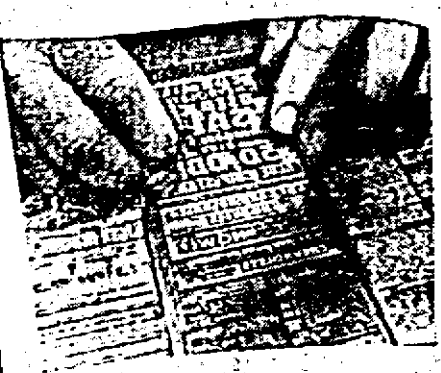
**3. LINOTYPE**

Your ad is received in the Composing Room, where a skilled operator sets the ad on a machine similar to a typewriter which sets your ad in lead type. Each line of type is one piece of metal which is placed in a metal tray called a galley.



**8. 160,000 NEWSPAPERS ARE CIRCULATED THROUGHOUT THE LONG BEACH AREA DAILY**

One of 1500 young businessmen (your newspaperboy) then picks up the papers and delivers them promptly to his portion of the subscribers to The Independent and Press-Telegram.




**4. PLACING TYPE IN CHASE**

After proofreading, your ad—along with hundreds of others—is placed according to classification in a heavy steel form called a "chase." This work is done by a make-up man, and upon completion, page numbers are inserted and the loose type is locked up in the "chase" so that it will remain solidly in place. The "chase" is now ready for the Stereotype Department.



**9. Potential Buyers**

Results! People shop the Classified Pages. By placing your ad at our special 7 day rate, you have a better opportunity of meeting just the right person interested in your Classified Ad. Remember, as soon as you have obtained results, you may cancel your ad, and you will be charged only the appropriate rate for the number of days the ad appeared.



**5. STEREO DEPT.**

Here a wood fibre matrix is placed over the page of type. This mat is then molded onto the type by a roller which applies tremendous pressure. This mat reproduction is then dried in a curved form to be sent to the casting box, where the actual curved press plates are made.

It's a fascinating story, and what's even more surprising is the fact that a little 10-word Classified Advertisement can take a 7-day journey in the Independent and Press-Telegram for only \$7.00.

**Independent Press-Telegram**  
**CLASSIFIED**  
in Long Beach **HE 2-5959**  
in Lakewood Bellflower Garden Grove  
**ME 3-0764 TO 6-1721 JE 7-9120**







nos & Organs 79-A

OPEN SUNDAYS  
12:30 to 6:00  
Evenings 7:00 P

Organs & Pianos  
200  
NEW and USED  
CLEARANCE PRICES!  
SAVE UP TO 50%

[illegible]

Warner Cor. & Leslie	3625	2294
Kaynava 2A18, new	1295	795
Raynava 2 Mark 88	545	395
Prattson Keyboard	4198	2095
Prattson 22 82 & 204		2295
Raynava 18 82 & 204		2195
Raynava 18 82 & 204		2195
Console Pianos	From	265
Console Pianos	From	295
Grand Pianos	From	395
Practice Pianos	From	85
<b>New Gulbrandsen</b>		
Horseshoe Organ	\$1795	
<b>New Gulbrandsen</b>		
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**UTAH** —  
OGDEN — Bill Bryant, 48-year-old  
Molloy Rembler, 1427 Long Beach  
B'vd. NE #9001.  
TREMONTON — Don Luke, 48-year-old  
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BUFFALO — Neddy Matthews, 38-year-old  
man, Molloy Rembler, 1427 Long  
Beach B'vd. NE #9001.

**CALGARY** — Jack Ramsey, 34  
man. Holiday Rambler, 1477 La  
Beach Blvd. NE #9001.  
GA #2890.

**CALGARY** — Cameron Soer, G  
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**Unfurnished Apts. 11**  
**LUNG BEACH**  
**BRAND NEW—\$85 U**  
1 & 2 Br. w/ 6 c'p's & apts.  
Int. 1768 Freeman, Cal 151

**515 Ohio—Deluxe 1 & 2—**

ACULUS-100 PRS w/ comb stove & refr. free washboard. Call avail. 2045 Locust Ave. 1622

BA - new new deluxe 1 & 2. 3 room, 2 bath. All electric furnished. 5666 Naders Place 6585

**E. SIDE DELUXE 1-B**  
\$75.00. drcs, hwd or crps, 3' refrig avail. CE 8

601 SELLFORD Blvd - 1/2 bath, 2 room, 2 bath, 2 car. Call Mr. Call 879.

**3-Br. Children. \$170**  
AB 255  
BELMONT HTS. new 1 & 2 bath, refrig, h/w stove, 213 00 C&B 65

**LOVELY 2-Br. Carport, 1/2 bath, range, Enclosed rear porch. Call 1518 Locust, MA 1**  
1BCHM. 242.50 2 drms. 1/2 bath

**"FIREPLACE"**  
New 7 BR, 10 bath, 2nd fl. wks. c/c  
craques. 6503 Cherry. CA 94029

**1511 & 3417 E. 15th**  
DELX. 1 & 2 BR. GR. HE. 1/2

**NEW 3 bdrm. All electric**  
craques. 1511 W. WILSON M.  
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**NLS 1 BR. 2nd. Mosty 2nd**  
near stores, schools. Fire  
2 bdr. \$116 222 South St. 42-42

**All Electric 1 & 2 bdrms from**  
craques. 1511 W. WILSON M.  
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**1 bdrms. with Pool, eastern**  
retire & spouse. Comm. private  
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**BACHELOR'S DREAM—Summer**  
1 BR. 1 bath, 1st BR. 323 E.  
5172 CA 94041

**2nd—BEAUTY, 2 BR. 1 bdr. 6th**  
BR. 672 2nd St. 42-42  
4209

**2 BR. 2 bdrms. 2nd fl. wks. c/c**  
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**SHARP**  
Navy Jr. 1 bdrm. w/br.  
Baths. Car. Avail. Adults. CASH  
\$59.50 1 BR. near St. Anthony  
\$79.50 1 BR. near St. Anthony  
2 bdrms. Call LILLIAN 8E-4290

**NEW 2 bdrms. 1 1/2 baths. Am.**  
Cold Medallion. 2 bdrms. w/  
Baths. Private's Bldg. MEHLE

**12-CHERRY 2 bdrms. 1 1/2 baths.**  
Call LILLIAN 8E-4290  
1963 Chev. Exp. Apt. D. 2 bdrms.  
**2371 PACIFIC SE**  
1 BR. upper. Adults. CASH

**6 1/2-ATTRACTIVE 1 BR. near**  
N. shopping center. Buses. CASH  
GE 7453

**N.L.B. 2 bdrms. 2 1/2 baths.**  
w/ carport. 1 bdr. w/mt. parking  
car. 5018 LINDEN

**SHARP. mod. 1 bdrms. w/**  
drapes. brns. infants. etc.  
2051 St. SP-4534

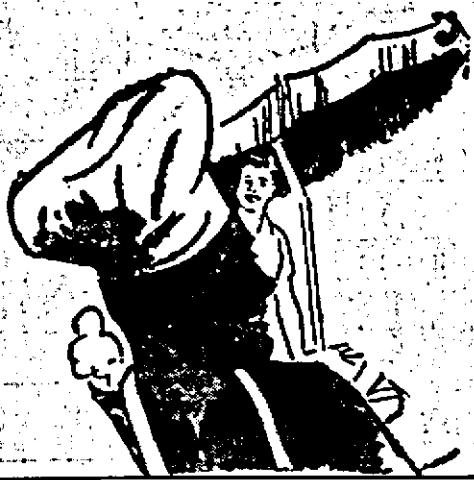
**2 bdrms. 1 1/2 baths. 1 carport.**  
Call LILLIAN 8E-4290

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That Guarantee an Extra Measure of Living

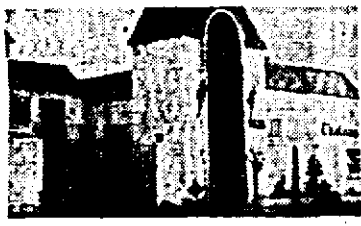
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### THE LANCER

13747 Pioneer Blvd., Norwalk  
Exclusively Furnished or Unfurnished  
1 and 2-Bedrooms, \$95 up  
Carpets and Drapes, Built-in Gas Range, Heated Pool.  
Res. Manager 813-9244  
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Balanced Power Apartments

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### CHATEAU

8525 IMPERIAL HWY., DOWNEY  
Executive Studio Apartments for Ideal Family Living  
Furnished 2-Bedroom, 2-Bath, 1000 Sq. Ft.  
Built-in Gas Range, Carpets and Drapes.  
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### TIFFANY

9826 Cedar, Bellflower  
Bellflower's Jewel Economical Elegance.  
Furnished and Unfurnished 2-Bedroom  
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Carpets, Drapes, Built-in Gas Range  
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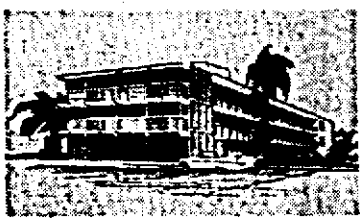
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### EL DORADO

1601 E. Gardendale, South Gate  
IDEAL FAMILY LIVING  
Furnished and Unfurnished 1 and 2-Bedroom, \$95 up  
Carpets and Drapes, Built-in Gas Range  
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Club Lounge with Color TV, Pool  
Res. Manager 923-6269  
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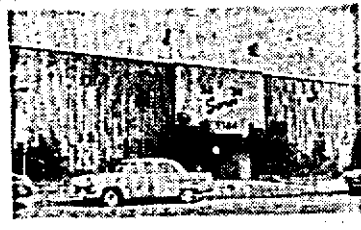
## IN LONG BEACH



### 650 LINDEN AVE.

Furnished and Unfurnished 1 and 2-Bedrooms  
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Built-in Electric Kitchens, Elevator, Ceiling Heat and  
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2 WEEKS FREE RENT WITH THIS AD (PT)  
Beautiful Apartments—Furnished and Unfurnished  
\$70—SINGLES—2-BEDROOMS  
Heated Pool—Children Welcome! Playground  
ME 0-5431 or ME 0-6492  
Paramount (Close to Long Beach Freeway)

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### 282 E. MARKER ST.

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3300 SQ. FT. 3-Bedroom Studio, 2-Bath, Step-down Living Room  
Unusual Fireplaces, Walk-in Closets, Formal Dining Room  
Dishwasher, Mr. & Mrs. Pullman, FA Heat, Garage  
1 Block N. of Artesia, 1st St. W. of Long Beach Freeway, Long Beach  
Phone 668-6742 GA 2-1205

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### BROADWAY PLAZA

Just completed 1, 2 & 3 br., 1 1/2 bath plush apartment.  
Swimming pool, 9-hole putting green, elevator,  
private patios, soundproof, garages, all electric.  
Close-in location. From \$135.  
2411 E. Broadway

## IN LONG BEACH



### GOLD MEDALLION

2 Bdrms., 1 1/2 Baths  
Studio Apts.—Unfurnished.  
W.W. carpeting, drapes, private patios.  
Adults  
267 Newport 439-2314

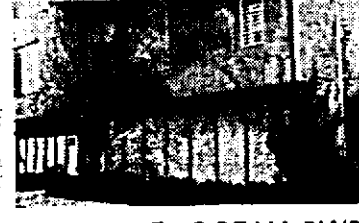
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### PARK DEL AMO

THE VERY BEST PLACE TO LIVE  
1 & 2 bedroom—from \$95  
\*Large rooms & closets  
\*Private patios—garages  
\*Carpets, drapes, F.A. heat  
\*Beautiful garden atmosphere  
\*Separate adult section  
4910 Costano (Near Lakewood Blvd. and Del Amo)  
11 Block from Lakewood Center

## IN LONG BEACH



### 1235-1243 E. OCEAN BLVD.

- Priv. dressing area
- 1 or 2 lgs. br. suites
- Richly carpeted & qual. drapes
- All-elec. kitchen
- Functional lighting
- Pool heated year 'round
- Patio & BBQ facilities
- Start \$165 furn.
- Ocean Ave., a prestige level
- Luxurious penthouse avail.

## IN GARDEN GROVE



### VISTA DEL CAMPO

Gracious living at new deluxe Garden Apts. 2 & 3 bedroom furn. or unfurn. Fabulous swimming pool, recreation hall, \$115 & up.  
11050 Cynthia Circle  
Garden Grove  
(Just N. of Westminster on Yermo)  
438-4322

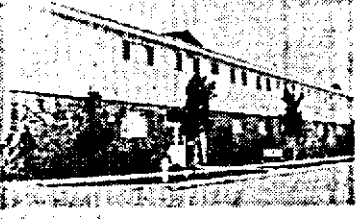
## IN LONG BEACH



### GRANADA TOWERS

220 Granada Ave.  
Open Sat. & Sun.  
Unfurnished new 1 and 2-bdrm.—all-electric heat, carpets, drapes,  
G.E. Kitchen, disposal, dishwasher, range & oven. Top quality construction. Elevator. \$140 to \$190. Plus \$10 per parking stall, automatic garage doors, beautifully landscaped.

## IN LAKEWOOD



### 4101 DEBOYAR AVE., LAKEWOOD

✓ New ✓ Distinctive. Unusually large unfurnished 2-bdrm, 2-bath. Detached pool and recreation area, high quality carpeting and drapes. Center garden court. Air conditioned, sound proofed, abundant closets and storage. Nr. train and shopping. (Off corner of Carson & Deboyar, across from Cal Store)

## IN LONG BEACH



### ATHERTON WEST

On Ximeno, 1/2 Block North of Pacific Coast Hwy.  
Children and Small Pets Welcome  
Unfurnished 1 and 2-Bedroom from \$105  
Furnished 1 and 2-Bedroom from \$135  
Balanced Power, Private Playgrounds, Separate Adult Section  
5 Heated Pools and Wading Pool  
Walk to Los Altos Shopping Center  
Model Apartments Open Until 7:30 P.M. GE 8-5034

## IN WILMINGTON



### PALM SPRINGS LIVING

at Half the Price  
\$95-\$125  
• Heated pool  
• 1 and 2-bdrm., furnished or unfurnished  
• Private parking and laundrette  
• Free utilities  
447 King Ave.  
Wilmington TE 0-506

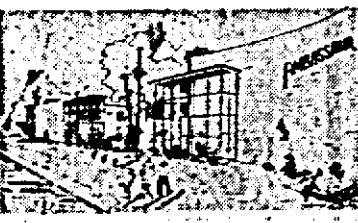
## IN PLACENTIA



### SHOJI

145 West Orangefar, Placentia  
1-Story Garden Apartments—Ideal Family Living  
Furnished and Unfurnished 2-Bedrooms  
Built-in Gas Range, Carpets and Drapes  
3 Pools, 2 Recreation Areas  
\$97.50 up  
Res. Manager 476-1 LA 8-2635  
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Balanced Power Apartments

## IN DOWNEY



### AMBASSADOR APARTMENTS

10345 Western Avenue, Downey  
24 Luxury 2-Bdrm., 2-Bath Units (over 1200 sq. ft.)  
76 Contemporary 1 and 2-Bedroom Units  
Furnished and Unfurnished  
Air conditioned, Dishwashers, "Top" carpeting, carpets,  
Built-in gas range, pool, private balconies and patios.  
Adults \$95 up Res. Mgr. 923-6676  
Key Management, Inc. LO 4-6641  
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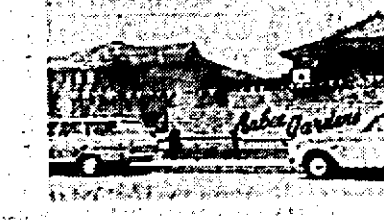
## LONG BEACH



### 6535 CHERRY

State-Wide Developers  
newest 2 & 3-Bedroom units.  
Gold Medallion—Ultra Deluxe  
Model open daily — For Sale or Rent

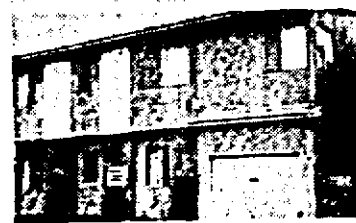
## IN BELLFLOWER



### ARBEE GARDENS—BRAND NEW

2 & 3 Bedroom Pool Apts. Furn. or Unfurn.  
1100 to 1400 Sq. Ft. From \$125 mo.  
Centrally Located Between Douglas and North American  
16245 Lakewood Blvd., Bellflower  
Phone 634-3131

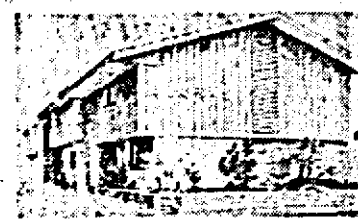
## IN LONG BEACH



### 1736 SHERMAN PLACE

Beautiful, Spacious 1 and 2 Bedroom Apartments Available  
Drapes, Wall-to-Wall Carpets, Large Closets, Ideal Location.  
1 Block E. of Cherry, 1 Block S. of Pacific Coast Highway  
Manager, Apt. 1 GE 4-2428

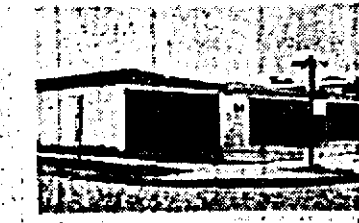
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### CHAR-BELLE—NEW 3-BEDROOM APTS.

Over 1400 sq. ft. of family luxury living. Swimming pool, nylon carpeting, lovely drapes, dishwasher, disposal, private patios, soundproof, insulated. Lovely shade trees.  
17644 Carpinteria—Bellflower  
1 Block E. of Woodruff Ave., So. of Artesia Blvd. Phone 667-1816

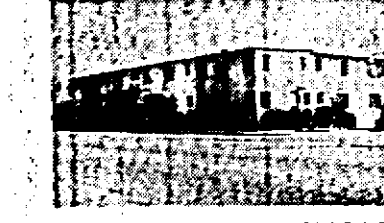
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### 3380 ADRIATIC

10th Santa Fe  
"1 MONTH FREE RENT"  
2-BEDROOM NEWLY DECORATED  
NEAR PARKS, SCHOOLS, BUSINESS, TRANSPORTATION  
\$19.50 MONTH. PH. 426-2881

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### NEAR BELMONT SHORE

BUT CHEAPER  
4500 E. 7th STREET  
1 and 2-Bedroom, New Furniture, Wall-to-Wall Carpet  
Pool Garage  
WILL RENT BY DAY, WEEK, MONTH OR YEAR  
TEENS OK NEAR WILSON HIGH











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English Tudor  
want you with the  
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2 bds. & 2 baths.  
finishing of the st-  
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Full basement.  
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on beaut. corner  
BRS. & den or 3-  
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berry. See LH  
**Y-CUTE!"**  
at sparkles. In low  
Huge trees. New  
1 1/2 bath.

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4-1591

**HUGE VIEW**  
Custom home, coun-  
try. Huge trees. Hug-  
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**Rtly GE4-166**  
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**NET RESULTS**  
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**N WATERFRONT**  
**US 4-br. home ov**  
**Marine waterw**  
**ew. Fabulous mod**  
**Medallion with**  
**Spain thruout—35**  
**space for sail or mo**  
**OM OFFICE—**  
**WATERFRONT**

medallion J-br., c.  
completion. Beau  
ture. Very interest  
cure. 2nd story  
front den w/w fireplace.  
bar. Open water view.

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ling location  
stores, etc. \$283,  
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t huge room over  
Fireplace, carpet  
swim & boat dock

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new, lrg. patio do  
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big closets, carpo  
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patio & pool. W  
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Sale. \$45,900.

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 great possibilit  
 \$23,000. Good li  
 charming patio. P  
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2 HOMES  
Exclusive Naples  
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Priced, \$18,950.  
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APR 23 1968

WAGON SALE

64 OLDS 88 9-Pass.  
65 1980 Oldsmobile 98 cond/fine  
66 FORD Dlx. Catalina  
67 1980 Oldsmobile 98 cond  
68 CHEVROLET Bel Air  
69 1980 Oldsmobile 98 cond  
70 BUICK Le Sabre  
71 1980 Oldsmobile 98 cond  
72 CHEVROLET Impala  
73 1980 Oldsmobile 98 cond  
74 MERC. Colony Park  
75 1980 Oldsmobile 98 cond  
76 FORD Country Sd

'62 Chevrolet 9-Pass.  
2 V-8 eng., power steer  
power gl., radio, heater  
DOUBLE SHARP  
WEEKEND SPECIAL  
★ \$1795 ★

'62 FORD Country Sed.  
Cruiseomatic V-8

'62 BUICK Invisia  
Power windows, air cond

'62 PONT. Dix. Catalina

62 CHEVY 11 Nova  
Auto Trans. 2-Dr.  
62 FALCON 2-Dr.  
Custom trim auto Trans.  
61 OLDS. Super 88  
6-PASS. AIR CONDITION  
61 MERCURY 9-Pass.  
Power Entrance  
63 CANTERLEY Meteor  
Deluxe Power V-8

COTTER'S  
USED CARS  
Wineo Remolun  
Wineo Something  
Doll Cars & Bids

2223 Long Beach Bl., L.B.

1963  
FORD 9pass Station Wagon  
Lux City 2-Dr. with V-8 auto  
trans. 6-Pass. Rich color, rear  
wiper, Fresh & clean through  
City

\$1999

[illegible][illegible]

C. FRED HOLMSEN Motor Sales  
 1501 N. 1st St., Portland, Ore. 97201  
 61 FALCON dir. 4dr. w/m. auto.  
 RAH! Real nice car. Today only  
 \$10,995. Call 248-1111. 1984 4dr. w/m.  
 62 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 63 VOLKSWAGEN, Innova, white,  
 sunroof, alloy wheels, \$1550. 2895  
 64 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 65 CORVARI Monza 3dr. w/m. 1  
 speed Trans. \$844. RAH! priv.  
 66 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 67 CHEVY II Nova, window wash,  
 alloy wheels, 3,900. Full price  
 68 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 69 PLYM. Hatch wagon, '84 on  
 one must see to appreciate. GE  
 70 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 71 DODGE Sierra, 9-pass., wagon,  
 new battery, transmission and  
 72 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 73 FALCON STATION wagon, RAH!  
 74 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.  
 75 DODGE 4dr. Wagon, Take over  
 76 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
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 77 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
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 99 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
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 100 1984 4dr. w/m. 8347. Dir. open 9 a.m. to  
 5 p.m.

57 FORD Taurus clean \$185. 305 hrs  
58 FORD Taurus 4 door 60,000 hrs  
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99 FORD Taurus 4 door 60,000 hrs

35 FORD A 100 AUTOM. TRAN. 1974  
 36 FORD A 100 1976  
 37 FORD A 100 Country 1974  
 38 FORD A 100 1974 1975  
 39 FORD A 100 1974 1975  
 40 FORD A 100 1974 1975  
 41 FORD A 100 1974 1975  
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 50 FORD A 100 1974 1975

1. 1964 Buick Wildcat, ME 24783  
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 10. 1964 Buick Wildcat, ME 24783







Station Wagons 175

**A-1**  
**'63 FORD WAGON**  
Automatic, radio, heater, white wheels, power steering, all white. Blue interior. **\$1899**  
**MEL BURNS FORD**  
1055 Long Beach Blvd.  
2 Blocks North of Hwy. 101  
991-3315

**'63 CHEVROLET**  
IMPAALA 2-DR. H.T. 4-Door, 6-Passenger. Radio, heater, power steering, automatic, air conditioning. **\$2099**  
**DICK BROWNING OLDS**  
1055 Long Beach Blvd. HE 6-9824

**'63 CHEVROLET**  
STATION WAGON 4-Door, 6-Passenger. Radio, heater, power steering, automatic, air conditioning. **\$2099**  
**DICK BROWNING OLDS**  
1055 Long Beach Blvd. HE 6-9824

**'63 CHEVROLET**  
STATION WAGON 4-Door, 6-Passenger. Radio, heater, power steering, automatic, air conditioning. **\$2099**  
**DICK BROWNING OLDS**  
1055 Long Beach Blvd. HE 6-9824

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# THIS IS IT! BIGGEST CADILLAC SALE IN LONG BEACH HISTORY

DUE TO THE EXTREMELY LOW PRICES  
ALL SALES ARE FINAL

**1965 CADILLAC Coupe De Ville**  
Drive out miles only; full leather interior; bucket seats; console; padded top; factory accessories; full factory warranty. **\$5495**

**1964 CADILLAC Sedan De Ville**  
FACTORY AIR CONDITIONED; full leather interior; extremely low miles; under factory warranty. **\$4695**

**1964 CADILLAC Convertible**  
FACTORY AIR, lime-green in color with white top. LOWEST PRICE YET. **\$4595**

**1963 CADILLAC Fleetwood**  
This local beauty has everything, including FACTORY AIR CONDITIONING. **\$3595**

**1962 CADILLAC Sedan De Ville**  
FACTORY AIR CONDITIONING. LIKE NEW throughout. Your chance for a TERRIFIC BUY. **\$2895**

**1961 CADILLAC Hardtop Coupe**  
This is a REAL BARGAIN. **\$2295**

**1960 CADILLAC Convertible**  
FACTORY AIR. FULL POWER. PRICED LIKE '59. **\$1795**

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FACTORY AIR. FULL POWER. PRICED LIKE '59. **\$1795**

**'62 CHEV. SUPER SPT.**  
3-door, hardtop, automatic, power steering and brakes, radio, heater. Beautiful Red finish with matching interior. **PEAIRS BROS. BUICK**  
Open evenings & Sundays  
1275 Lakewood Blvd. at Bellflower  
Bellflower 9195

**'64 CHEV. IMPALA 2-DR. H.T.**  
V-8, Powerglide, 4-sp. sh. out. Near new condition. **STEAL TODAY**  
**\$2399**  
**LAWSON AUTO SALES**  
Used Chevrolet Specialists  
1235 S. B. Blvd. L.B. 432-1214

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**'63 CHEVROLET**  
**Novo Sport Coupe**  
White, blue interior, automatic transmission, radio, heater. **\$1695**  
**WHEELER MOTORS**  
2259 L. B. Blvd., L.B. GA 4-0433

**'63 CHEVROLET**  
**Spyder Coupe**  
4-speed transmission, radio, heater. **\$1695**  
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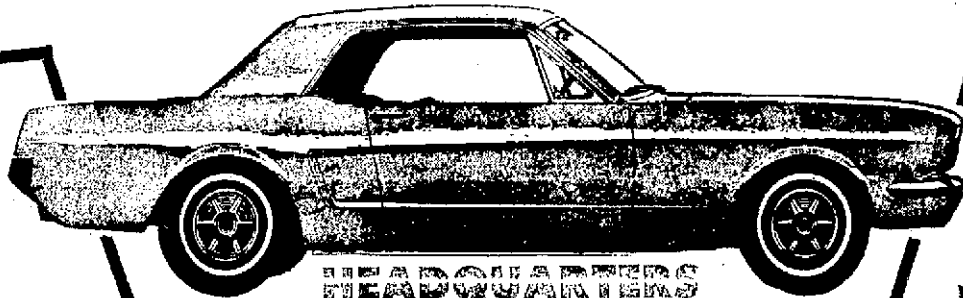


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FULL PRICE  
FOR THIS '63 PICKUP

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Radio, heater, V-8, automatic, w-s-w, (FLZ 473)

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"500" 2-dr. hdpt. R&H, auto., pwr. str. (NXP 653)

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FULL PRICE  
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**Women**

//







## Spring's Into Action Fashion



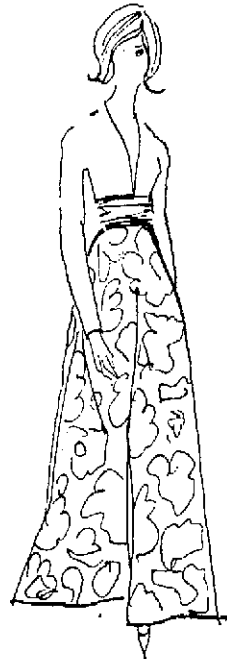
### Swirl of Black Chiffon, Italian-Style

Fresh from the continent . . . Veneziana of Italy floats black chiffon in dreamy dance dress. High cowed neckline is gathered into double-strand rhinestoned midriff . . . a drift of black chiffon floats from bared-shoulder. From "Best of Paris - Best of Italy" collections at May Co., Lakewood Center.



### The Sleek, Longer Jacket

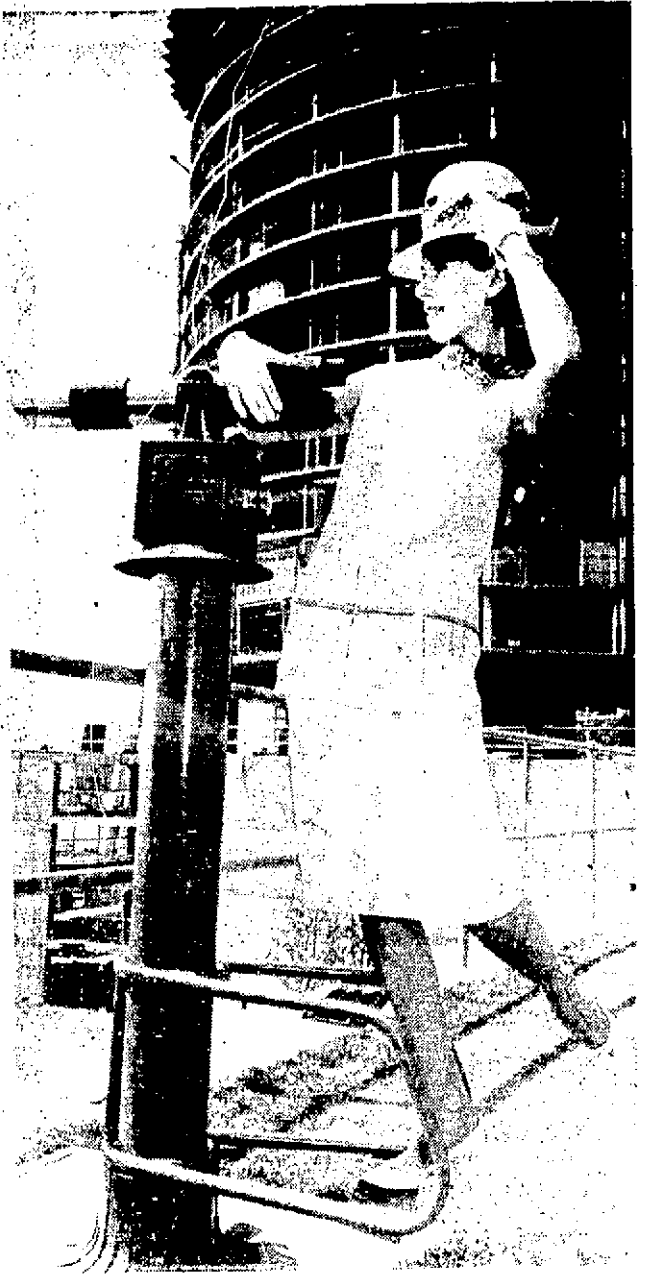
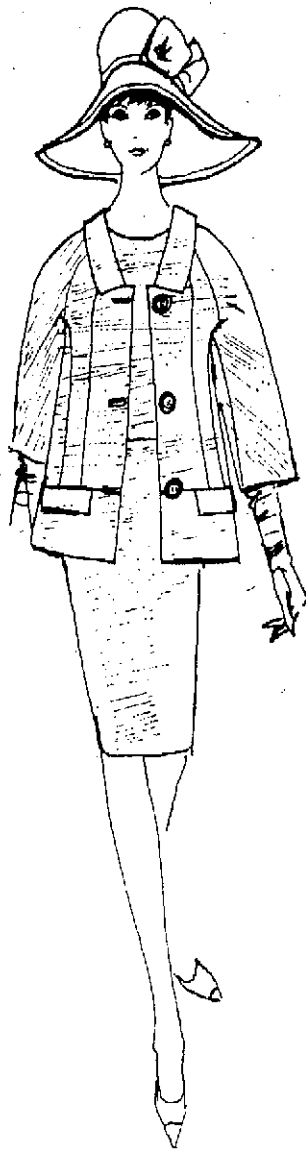
Spring's sleek, limber walking suit (right) . . . here in three pieces. Streak of a skirt is topped by breezy, sleeveless shell under impeccably woman-tailored jacket in wool and silk blend called stardom. Colors: emerald, blue or beige. By Ernest Strauss; at Chrysteen's, 4518 Atlantic Ave., Bixby Knolls.



### The Great Wide Way With Pants

It's the season of languid flowing pajamas —a la Carole Lombard . . . of the nude shimmer of legs under dark lace stockings . . . and mere slips of dresses (extreme upper) for after-five.

## Sets Sites ON BEAUTY



### And Now— See This!

Top viewing—a stylish ensemble in yellow, touched with leopard. Geoffrey Beene linen catches eye with leather thong belt laced through oversized pockets. Topping the style-stopper: a Mr. John hat, banded in leopard print, paired with matching gung-ho leopard neck scarf. At Buffums', Broadway and Pine.

## BEAUTY ON THE MOVE

## Fashions Feminine, Pretty and Witty

By MARY ELLIS CARLTON  
I, P-T Fashion Editor

Like Long Beach, spring fashions are on the move. With go-go flair, they set the pace for beauty—day and night—around town, on city streets and in local night spots.

Architecturally speaking, the look that stacks up best this season is wildly, wonderfully pretty.

The girl who's got it has short, tippy curls, a small visible (repeat visible) figure. Her skirts flicker into pleats . . . or swirl into action via flounces, ruffles and gores . . . some flip and flare from the hip.

Her pants (not so many

this spring) are feminine and flicker—seemingly—into skirts.

Her suits and dresses are small-shouldered with narrow armholes and sleeves, snugly through the ribcage.

OTHER structural on-comings: the shorter shift . . . leggie legs—the longest stretch of sleek brown legs ever . . . languid ruffles, flowing around the edges of two-piece pajamas or a long-sleeved overblouse . . . low-flounced daytime dresses, tunic costumes, shorter formal lengths . . . a rash of polka dots and checks. The proper footings:

strappy shoes, heeled low (all the better to go) . . . the baby shoe, this spring's spectator, supple in navy and white . . . the lissome little pump, the bracelet pump . . . a zoo-full of reptile (also mock-croc and some wizard-lizard that's more than half calf).

ONE OF THE prettiest ideas anywhere this spring: a touch of fabric near the face. It may be organdy with streamers, pulled around the head like a wayward cloud . . . it may be a kerchief or a scarf, tied a dozen different ways. The elegant touch: new high-waisted mink jackets—

skins worked in the round, standing softly around the neck, tiny sleeves circling the arms . . . a long stretch of mink in the new straight stole to slink over evening finery.

LEGS ARE on a patterned kick—sometimes diamond, sometimes soft-spoken shapes that are more subtle than definite.

For evening: the nudest black lace stockings ever and the barest black sandals . . . not a jot more than an elastic T-string and a chic little "lalon twist" heel.

OVERALL, the '65 feminine form must be firm, trim and without fault. Underpin-

nings prescribed for garments as diaphanous as smoke are more second skins, meant to cover, not correct.

Except for an occasional burst of immodesty, the favored female fashion prototype this spring will be slightly curvier, very much ruffled, often languid . . . a new-fashioned girl not unlike My Fair Lady's heroine, Eliza Doolittle—after improvement, of course.

Yep, the American woman is feminine again . . . biologically, psychologically . . . in princess lines, pleats, in chiffon, lace and ruffles and wispy black dresses—just the styles that makes any red-blooded male hope she'll drop her handkerchief.

### IN THIS SECTION

For both the city of Long Beach and the world of fashion, this is to be an exciting, on-the-go "Year of Beauty."

The keynote is motion. For the city, it means visions of a new shining tomorrow. In style, it means clothes full of zest; fashions that are vigorous, attractive, modern.

In this section we've attempted to catch this motion: the feel of a city growing, the lithe movement of spring fashion.

Posing for fashion photos in this section (featuring clothes from local stores) were Wilma Hastings' models Darlene Hood, Sylvia Soukup, Pam Finley and Mary Morton.

Curt Johnson, I, P-T photographer was the man behind the camera. Sketches and cover page art were executed by artist Jackie Wood. The issue was produced by Mary Ellis Carlton, I, P-T fashion editor.

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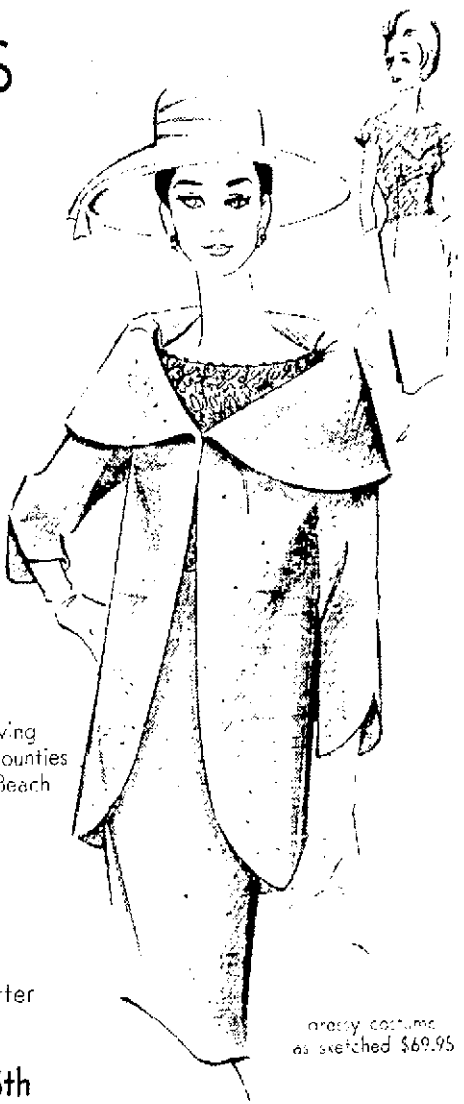
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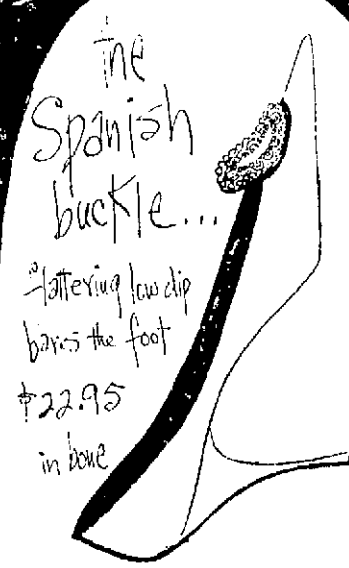
ATLANTIC AT 45th



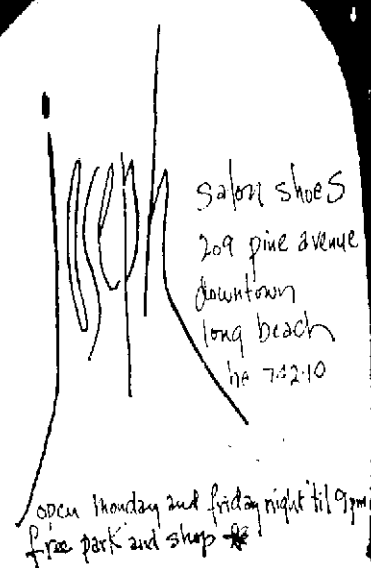
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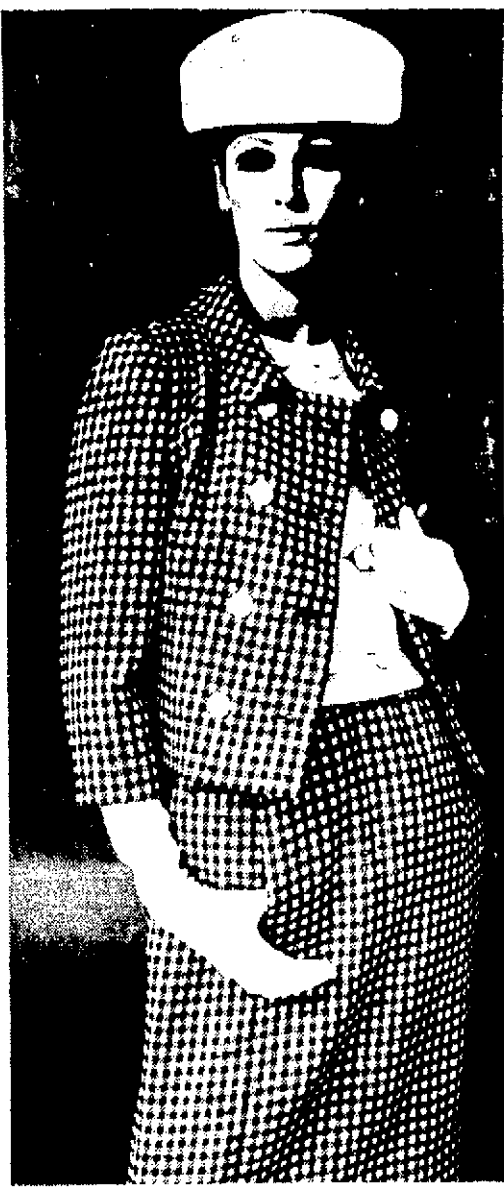
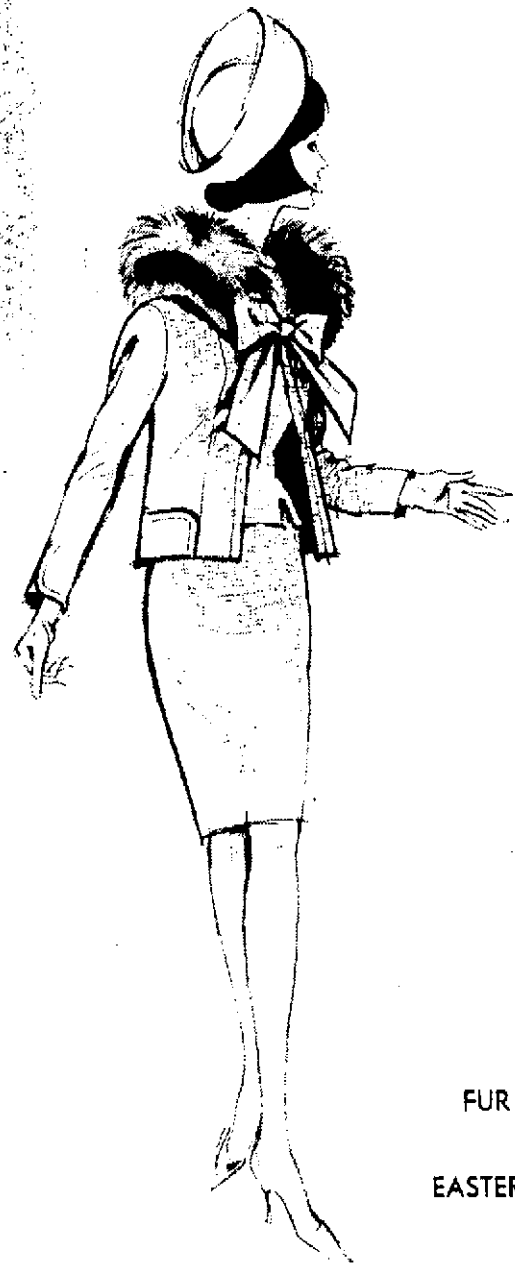
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# Suits that Skim Into All Seasons



**THE SUIT CHECKS IN FOR SPRING** Sparked by double breasted blouse of white ribbed cotton, navy and white silk suit (above) checks into spring fashion lineup with precise double-breasted jacket and easy skirt. By Nat Kaplan, at Schick's, 701 Pine Ave.

**FUR FLURRIES FOR THE EASTER PARADE** French imported mohair and wool boucle, woven into smart three-piece suit (left) with detachable natural Norwegian blue fox collar. The inside story: a sleeve-free blouse of silk shantung completes ensemble. Colors: powder blue and coral. By Lillie Ann; at Columbia, 1st Street and Pacific Avenue.

## NOT EVERYTHING'S 'SWITCHED-ON'

### Timeless Classics Still Very Much 'In'

The neglected other half of the female population—those ladies over 25 who want waistlines in place, skirts to the knees and enough bodice room to take a deep breath—are in luck this spring.

Despite the switched-on mod, Gernreich and ye ye creations that make for exciting pictures and reading in today's haute couture magazines, the fashion industry still is in the business of making modest, wearable, ladylike apparel.

Timeless and classic clothes are still very much

"in"—including neat little suits with floral printed blouses and trim little dresses in silk or wool pastels, also in vivid reds or greens.

**IN THE LANGUAGE** husbands understand best, this means their wives' old wardrobe is not completely obsolete and that some of last year's clothes can look very-1965 when updated with a new accessory or two.

Men are known to whistle at plunging necklines, but

they like to see their own women in the simple linen or silk sheaths with tie or jewel necklines and belts.

And on their wives they want hemlines no shorter than the knees.

**OTHER HUSBAND**—approved styles on local store racks are fitted princess lines (not loose-hanging shifts), body-draped chiffons and laces, floating panels, fluttering skirts, winglike stoles.

Although these are not

the headline-grabbing avant garde fashions inspired by the young individualists, they aren't matronly, either.

Yet they're like to women forgetting their birthdays. Dolman sleeves hide under-arm flabbiness. Neat pleats in many skirts minimize hip-piness. Fake turtle necks and cowl necklines conceal the rings of time.

Not only heaven, but fashion designers as well, are out to help the working girl—whether mother and housewife or career gal.

#### Now—Cotton Goes Reptile!

The rage for reptile textures in shoes and handbags now enters the glove field in cotton, yet!

The most elegant example: a new glove style in grainy cobra pattern. The fabric is realistically embossed to look like leather, yet is soft and easy to wash.

New cobra cotton gloves are available in three lengths—shortie, slip-on and five-button. Styles come in white, antique ivory, bark, cocoa and black.

## Modern Woman

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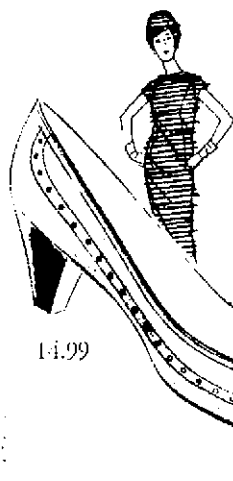
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## women in business

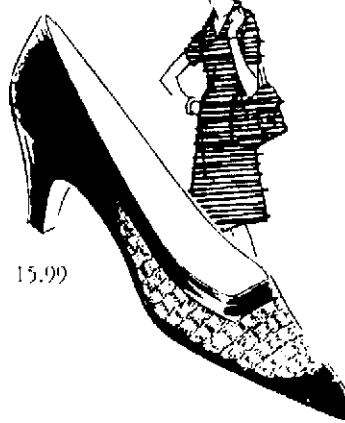


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## SPRING'S COVER STORY

### Coats Playing It Straight and Narrow



It's the skimp coat, the skinny coat, the anything-goes-coat, the woman-tailored coat for spring.

The new breed of coverup is all pure shape, neat of shoulder with long, skinny sleeves. Fabrics are cut and detailed to emphasize the lean look.

Other marks of distinction about the new coats:

—Brass and decorative buttons that often extend from collar to mid-thigh and more often double than single breasted.

—Small neat collars.

—Low slung pockets, frequently the trouser type with the openings worked into a seam.

—Low-slung half-belts at hip level.

—To help keep the silhouette slim, designers have used smooth fabrics more often than bulky ones—among them gabardines, whipcords, thin flannels, silk and worsted combinations.

Another big trend for spring: the costume.

It will be in dresses and jackets, dresses and coats, coats and suit, in prints, plaids, combination of silks

and wool and in everything from the most tailored of day clothes to the most fabulous sweep of formals.

The anything-goes-coat... with its quick readiness to go anywhere, day or night, in any weather... is very much on the scene. One such: "the glistening rain-coat" made of fabric that looks very much like patent leather.

From Paris:  
Slim, Short, and Belted

Balenciaga's coat-dress in tattersall check wool, 7/8s length with martingale belt that anchors or takes off from double-breasted closure. From May Co.'s "Best of Paris—Best of Italy" collection; available at May Co., Lakewood Center.

### Slither Into a Body Slip!

Everyone raved about the body-stocking—  
Now, fashion has come up with its sequel—the body slip.

Together—the stretch nylon bra top and skirt of luxurious crepe tricot weigh only an ounce.

If you have the figure, wear this light, cling-fit slip under everything—including the most transparent of lace discotheque dresses.



### They're on Top

There's a whole array of smashing tops to go with every pants look. Smooth-fitting pullovers and hip-riding jackets accentuate the sporty, feminine ruffles, bows and midriff lengths accompany late-day and at-home pants.

### Shades for Spring

Pales predominate, but there are richer, darker shades in fashions for spring, too. Rich wine reds, bottle greens, mustard and spice tones show up, often mixing and mingling in the new flatter tweeds.

## Color Is Spring's Big Fling

Color is a frame of mind. It enhances every facet of our personal lives... expresses our tastes, our desires, our creative urges.

It affects our moods, our appearance, our enjoyment of where we live, what we wear, how we look. Color in telephones, in cars, in curtains and in kitchens... in hairdos, in cosmetics, in clothing and in footwear set the 1965 trend to individuality.

IN CLOTHING fabrics for spring, the direction is di-

mension: Flat fabrics with texture... textured fabrics that seem flatter... sculptured silks and cottons... lace looks and fresh piques... looped wools and linen looks.

Color - out - of - context

brings darks or brights or pastels into spring... as it brought white to winter. This spring, fashion hits the freedom trail... and every woman can have her fling with both silhouette and color.

### Use Scent of Pulse Spots

Every year brings a new crop of fragrance users. Advice has been to use perfume effectively in pulse spots. Where are these? They are at the base of the throat, at the inside bend of the elbow and knees, back of the ears, on the wrist and at the cleavage of the bosom. Touch up fragrances every two or three hours.

# Buffums'

### ESTEE' LAUDER GLOW... RADIANT NEW MAKE-UP

Brand new make-up that's as sheer as a glow can go! Illumination created by Estee Lauder to make you one of the loveliest things in life—a radiant woman. Glow-in-the-Round to add delicate all-over color with true-to-life sheen. **5.00\***

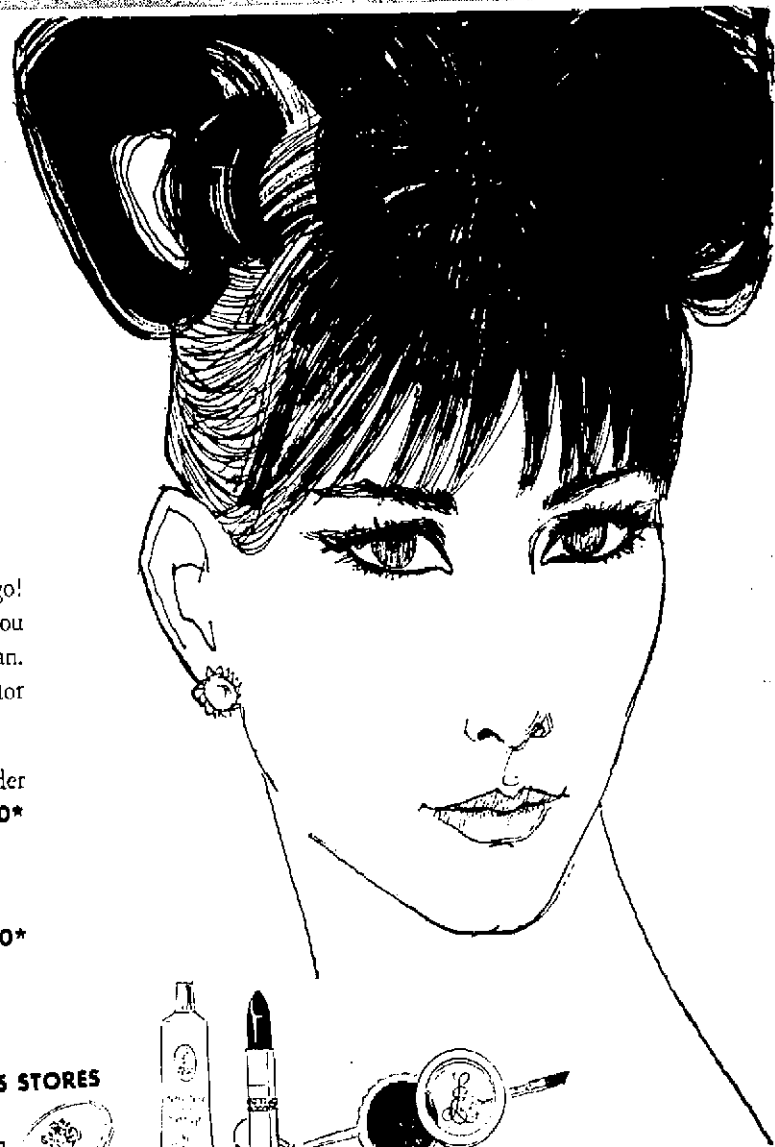
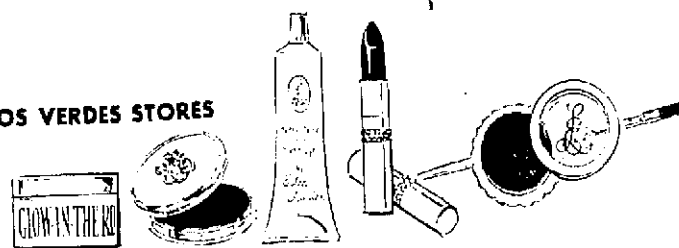
Eye shadow Glow in six new shades of eye powder applied with a unique sponge-tip applicator. **5.00\***  
Jet Black Eye Liner Cake. **2.50\***

Pink Apricot Re-Nutriv Lipstick, a ripe pink to peach that seals the glow with a kiss of color. **3.50\***

\*plus federal tax

Cosmetics

ALSO IN OUR MARINA AND PALOS VERDES STORES



# Buffums'

LONG BEACH



Footwear for people who know where the fun is... a wild, "in" collection from such famous names as Bandolino, Capezio, Van Eli and Nina. Mellow kids and calfs, soft suedes, grainy leathers... Continental, Mod or All American... Buffums' has them! from **11.95 to 15.95** in our Shoe Salon



**THUNDERBIRD**  
'62 T-BIRD 2-DR. HT  
Automatic, power steering, brakes, radio, heater. \$1799  
PEARS BROS. BUICK  
2000 Broadway & 50th St.  
Bellflower 675-4411

'62 T-BIRD LANDAU  
Black vinyl roof, gold finish, full power equipment. Full price \$1799

KOTT & SMOLAR FORD  
Established 1919, 15540  
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1962 T-BIRD LANDAU  
Air cond., full power, shiny black  
★ \$2395 ★  
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'65 T-BIRD. Take over payments of \$65 mo. '63 T-BIRD, 600 equity of take over model car full price. Air cond., chrome wheels. \$2499

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VALIANT  
BRAND NEW '65s  
Heater, Defroster, Steel Bumpers  
\$1799

This is a limited offer from your No. 1 Plymouth Valiant dealer. It includes freight, preparation, delivery, a 3-year/50,000-mile warranty. There are no hidden charges of any kind. If you pay your bills, and are ready to employ, you can buy the car in cash. Hurry! Call for the low price estimate on your trade now. WA 5319. Yearly Plymouth Center.

'65 VALIANT Sedan 200. Automatic, radio, heater, bumper, steel bumpers, 4 engine, Economy A-Gas, 3200 own & assume 40 per month. ED BARBAR, CHRYSLER PLY. MOUTH, 4200 N. Bellflower Blvd., Lakewood, TO 3-2725, ext. 401

'65 VALIANT V-200 4-door, automatic, radio, heater, bumper, steel bumpers, 4 engine, Economy A-Gas, 3200 own & assume 40 per month. ED BARBAR, CHRYSLER PLY. MOUTH, 4200 N. Bellflower Blvd., Lakewood, TO 3-2725, ext. 401

'65 VALIANT 2 dr. V-200 V-8 R&H, auto., w.w. 14,500 mi. \$2200 or best offer. DA 5-1853

**WILLIS**  
'62 WILLIS 4-door, cpe. 599, special 2681 E. Pacific Cst. Hwy. Dr.

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**'65 IMPALA**  
• POWERGLIDE  
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• SEAT BELT WITH RETRACTORS  
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**\$59 PER MONTH**  
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THIS LOW MONTHLY  
PAYMENT INCLUDES  
INSURANCE!

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**'65 VW**  
**\$1699** FULL PRICE  
GOOD SELECTION OF  
SEDANS, SUNROOFS,  
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SUPER SEDANS! ALL COLORS  
IMMEDIATE DELIVERY!

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FULL PRICE	NO. PYMTS.
'62 GRAND PRIX Full power and air conditioning. Leaded 1 Road sharp! EPK 371	'64 CORVAIR 2-door, automatic, radio, heater, nice
'63 FALCON Station Wagon. Just \$1499 sharp! EPK 878	'63 CHEVROLET Impala 33, powerglide, EZI glass, bumper, seats, padded dash, etc.
'63 IMPALA Super Sport. Buckle seats. Power- glide, padded dash, EZI glass. Just loaded KHZ 78	'62 FORD Galaxia 3-door Hard- top. RAM 816
'60 KARMANN GHIA One owner. Rad. H.T. \$1199	'64 CHEVROLET 4-door sedan. Just the thing for family
'62 FORD Factory 500 door, RICH. GMK 951	'59 T-BIRD A beautiful white bird with R&H power, etc.
'62 CHEVROLET Impala Convertible. Sharp for Summer Run. C1V 223	'62 CHEVROLET 16-Ton Pickup with Camper
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NOW IN OUR NEW LOCATION  
AT 17000 LAKEWOOD BLVD.  
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**CHEVROLET**  
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AND  
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100% FINANCING AVAILABLE  
EASY TERMS

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**'64 TEMPEST**  
V-8 engine, radio, heater, white side-  
walls. Stock No. 789  
**\$1995**

**'64 GRAND PRIX**  
Automatic, power steering, power brakes,  
radio, heater, white sidewalls. Stock  
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**\$2995**

**'63 GRAND PRIX**  
Automatic, air conditioning, power  
steering, power brakes, radio, heater,  
white sidewalls. Stock No. 843.  
**\$2495**

**'63 STARCHIEF**  
4-door, automatic, power steering and  
brakes, radio, heater, white sidewalls.  
Stock No. 786.  
**\$1795**

**'63 TEMPEST**  
**COUPE**  
V-8 engine, radio, heater, white side-  
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**'59 OLDSMOBILE**  
**4-door, H.T.**  
Automatic, power steering and brakes,  
radio, heater, white sidewalls. Stock  
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**\$599**

**'59 RAMBLER**  
4-door, air conditioned, automatic,  
power steering, power brakes, radio,  
heater, white sidewalls. Stock No. 851.  
**\$499**

**'61 FORD FUTURA**  
Rad. heater, white sidewalls. Stock  
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**'62 T-BIRD**  
Air conditioning, automatic, radio,  
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**\$2195**

**'63 CHEV. IMPALA**  
**SUPER SPORT**  
Automatic, power steering, power brakes,  
automatic, radio, heater. Stock No. 747.  
**\$1799**

**\* OPEN NIGHTLY**  
**UNTIL 10 P.M.;**  
**INCLUDING SUNDAYS**

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**Chevrolet**  
**SUPERMARKET**  
We Sell Only  
**TRUE MILEAGE**  
Used Cars

'64 Chevrolet Bel Air 4-Dr. 6-Pass. Wagon, V-8, Powerglide, power steering, fact. air, R&H. Fawn beige color, sold and serviced at Harbor. Still under new car warranty. **\$2899**

'64 Chevrolet Impala Super Sport Hardtop Coupe, V-8, Powerglide, power steering, radio & heater. Red, new tires & wheels. **\$2699**  
Like new! Two others to choose from

'64 Chevrolet Malibu Hdt. Cpe. V-8, P-Glide, R&H. Ivory in color, orig. 1-owner with 16,000 actual miles! **\$2299**  
Brand new tires!

'64 Chevrolet Impala Hardtop Coupe, V-8, stand-ard transmission, radio & heater. **\$2299**  
Black in color

'64 Corvair Green-brier 4-door, 6-pass. wagon, Powerglide, radio & heater. **\$2099**  
Beige in color

'64 Chevy II Nova 410 Sedan, Powerglide, fact. air, R&H. Ivory with red interior. 14,000 actual miles. Sold and serviced at Harbor Chevrolet. **\$2099**

'63 Ford Fastback Galaxia 500 Hardtop Coupe, V-8, automatic, power steering, ra- **\$1899**  
dio & heater. Ivory in color

'63 Chevrolet Impala Super Sport Hardtop Coupe, V-8, Powerglide, power steering, radio & heater. Dark blue in color. **\$2299**  
3 to choose from

'63 Chevrolet Impala 4-dr., 6-pass. wagon, V-8, Powerglide, power steering, radio **\$2199**  
& heater. Silver blue in color

'63 Ford Country Sedan, 4-dr., 6-pass. wagon, V-8, Cruiseomatic, power steering, Factory air, radio & heater with beige exterior **\$2199**  
and red interior

'63 Chevrolet Impala Hardtop Sedan, V-8, Power-  
glide, power steering, radio, heater **\$2099**  
& Air cond. Ivory in color

'63 Chevrolet Impala Hardtop Coupe, V-8, stand-ard transmission, radio & heater **\$1999**  
with black interior

'63 FORD Galaxia XL 500 Hdt. Cpe. V-8. Power-  
steering, 4-speed, radio, heater. **\$1999**  
Coral color

'63 Chevrolet Impala Hardtop Coupe, V-8, Pow-  
erglide, power steering, radio & heater. Ivory **\$1999**  
with red interior. Original 1-owner.

4 to choose from!

'63 Tempest 4-Dr. Sed. Dlx. V-8. Auto., power-  
steering, R&H. Full vinyl interior with turquoise **\$1899**  
color. Less than 17,000 actual miles. with one owner.

'62 Chevrolet Biscayne 4-dr., 6-pass. wagon, V-8, **\$1999**  
Powerglide, power steering, radio **\$1999**  
& heater. Ivory in color

'62 Oldsmobile Super '88' Hdt. Sed. V-8. Auto., **\$1999**  
power steering, factory air, R&H. Ivory color. Original one owner.

'62 Chevrolet Impala Hardtop Sedan, V-8, power-  
steering, Powerglide, radio, heater **\$1799**  
& Factory air. Ivory in color

'62 Chevrolet Impala Hardtop Sedan, V-8, Power-  
glide, power steering, radio & **\$1599**  
heater. Beautiful black

'61 Chevrolet Impala Hardtop Coupe, V-8, Pow-  
erglide, power steering, radio & **\$1499**  
heater. Red in color

'61 Chrysler Windsor 4-dr. Sedan, V-8, automatic, **\$1399**  
power steering, radio & heater. Brown in color. A real beauty!

'61 Chevrolet Biscayne 4-dr. Sedan, V-8, Power-  
glide, power steering & radio, heater. Ivory in **\$1199**  
color. Motor completely overhauled. Like new!

'61 Corvair 769 4-dr. Equipped with **\$849**  
Powerglide, radio, heater. Gray in color

'60 T-Bird Hdt. Cpe. with V-8, Cruise-O-Matic, **\$1499**  
power steering, elec. windows, R&H. Light blue with 40,000 actual miles. Original 1 owner. Like new!

'60 Chevrolet Parkwood 4-dr., 6-pass. wagon, **\$1249**  
V-8, Powerglide, power steering & heater. Blue in color

'60 Chrysler New Yorker Sedan, V-8, 1199  
full power, radio & heater. Coral

'60 Chevrolet Impala Hardtop Sedan, V-8, Pow-  
erglide, power steering, radio & **\$1199**  
heater. Turquoise in color

'60 Chevrolet Parkwood 4-Dr. 6-Pass. Wagon, **\$1099**  
V-8, Powerglide, power steer'g, R&H. Ivory blue in color.

'60 Chevrolet Impala 4-Dr. Spt. Sed. V-8. Auto., **\$999**  
power steering, radio, heater. Ivory color

'60 Chevrolet Bel Air 2-dr. V-8, Power- **\$899**  
glide, radio, heater. Blue in color

'60 Ford Convertible, V-8, automatic, **\$699**  
power steering, radio & heater. Red

'59 Chevrolet Impala Hardtop Coupe, V-8, Pow-  
erglide, power steering, radio & **\$1199**  
heater. Ivory with turquoise interior

'59 Oldsmobile 98 Hardtop Coupe, V-8, full **\$1099**  
power, Factory air, radio & heater. Green in color

'59 Chevrolet Impala 4-Dr. Sport Sedan, V-8, **\$899**  
Powerglide, power steering, R&H. Copper color. 2 to choose from

'59 Oldsmobile "98" Hdt. Sedan, V-8. Full **\$899**  
power, factory air, R&H. Beige and brown in color

'59 Chevrolet Kingswood Wagon, V-8, Power-  
glide & heater. Green in color **\$899**  
with Big Motor!

'59 Chevrolet Bel Air 2-dr. V-8, Power- **\$799**  
glide, radio, heater. Ivory coral

'59 Ford 4-Dr. 6-Pass. Country Sedan. Equipped **\$499**  
with V-8, automatic, radio and heater

'57 Chevrolet 210 4-Door, V-8. Powerglide **\$499**  
radio, heater. Colors: Ivory, coral

**Rancho**  
**RAMBLER**  
**LONG BEACH**

**TO-DAY'S**  
**SPECIAL**  
**'64 RAMBLER**  
**2-Door, Hardtop**  
Automatic transmission, radio, heater. White with red interior. Stock No. 1489.  
**\$1695**

ANY '65 MODEL  
**\$95**  
**DELIVERS**  
(plus tax & license)

**'59 RAMBLER** **\$395**  
2-Dr. AMERICAN.  
Stock No. 1310.

**'60 RAMBLER** **\$495**  
4-Dr. Super Classic.  
Radio, heater. Stock  
No. 1457.

**'61 RAMBLER** **\$695**  
Blue finish. Stock  
No. 1313.

**'62 RAMBLER** **\$795**  
2-Dr. CUSTOM.  
Stock No. 1306.

**'61 CHEVROLET** **\$895**  
BEL AIR, Automatic,  
power steering.  
Stock No. 1314.

**'62 RAMBLER WAGON** **\$1195**  
CLASSIC.  
Automatic. Blue  
with white top.  
Stock No. 1414.

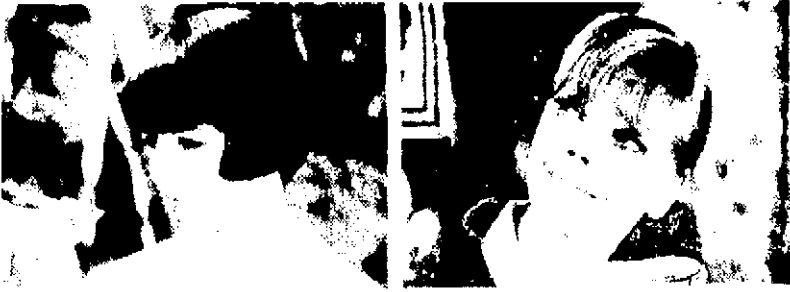
**'63 MERCURY SEDAN** **\$1395**  
Automatic, radio,  
heater. Stock No.  
1325.

**'64 FALCON** **\$1395**  
2-Dr. Sedan. Candy  
Yellow. Stock No.  
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**RANCHO**  
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**2160 LONG BEACH BLVD.**  
**LONG BEACH**



The new 'Fab' Hairdos—left, the 'Puddin' Basin'; at right, the 'Chelsea Doll'



## THE BRITISH HAVE LANDED

# Call It 'Mod' or 'Mad'—It's the Fad



What's a "nippy" and nice, "gear" and great?

It's that "mod" London feeling, started by the Beatles and now sweeping the country!

By the time the Beatles had picked up their jelly babies and gone 'ome, anything imported from London—from fashion to flicks, music to makeup, hairdos to dropped h's—was with it!

Yes, what's "mod" or "fab" in Piccadilly is "in" on Main Street with America's "switched-on" teens.

The London look in fashion belongs especially to the young, and some of the designers who create it are barely out of their teens. Their "larky" fashion edict: racy textured stockings, rounded-toe shoes and Edwardian primness blended with Victorian dash.

A London-style beauty wears "fringe" (bangs) with straight and shiny hair. Her eyes are round, her complexion natural and her lips a cupid's bow.

In the U.S.A. the London look for spring runs in on black and white dots and plaids livened with bright color, on ruffles and sleeve interest; on blazing pale pastels with lowered round necks and short sleeves.

"Foggy gray" British-type flannels are lit with white and bright enough to stand out in any fog are dotted or plaid slickers in stinging colors.

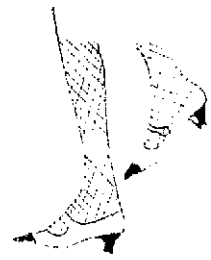
"Soft and skinny" dresses switch on with London touches like crocheted sleeves, long blousy shirt sleeves with wide cuffs, accordion-pleated trimming, fake boleros and short butterfly or puffed sleeves.

Victorian primness looks "nippy" in British "greys" with white collars and cuffs—in fact, in white collars and cuffs on everything from brown lace to pale plaid.

White crochet, lace and eyelid touch British blue dresses with ladylike fragility.

Truly, the British have landed! How far will the London mania go in the U.S.A.? Who knows! We read somewhere that some Beatleophiles on the East Coast have set their watches five hours ahead. . . .

They're on London time!



Upper left, dotted Swiss and crochet 'ave British accent (Lady Manhattan) . . . above, white lace hose are in step with 'mod' look.

## Showing Off

"Show Off" zippers appear throughout spring sports-wear. They give a great sportive look to jump suits, skirts, jackets.

## Guard Against Skin Dryness

Winter is a big threat to women. In colder communities the harsh elements lead to tiny, dry lines and flakiness. In sunny climes, the excessive tanning leads to additional dryness and leathery of the skin. Protect your skin with element-fighting moisturizers and sunscreens.

## Handbag News

Ladylike handbags are somewhat smaller this spring, with rounded lines, jewelry-like closings and longer handles.

**Buffum's**  
LONG BEACH

## AIDS TO A YOUNG THROATLINE

Keep the aging look of a soft, flabby neck and throat away with Frances Denney's new modern treatment that firms a sleek throatline with three simple steps . . .

1. Smooth on Neck and Contour Astringent to tighten and tone the skin area **5.00** and **8.50**
2. Follow up with Neck and Contour Lift, a smooth textured cream that gives a powerful firming action while counteracting dryness. **5.00** and **8.50**
3. A two-way neck and chin strap should then be used if the condition is serious **5.00**. Prices plus 10% Fed. tax.

Cosmetics



SOMETHING FOR YOU—a special set of New Life Conditioning Shampoo and New Life Hair Spray (both perfumed with Interlude) with your purchase of 3.50 or more of Frances Denney preparations

**Buffum's**  
LONG BEACH

## THE WINNING SILKS . . . FIRST OF SUMMER SHOW

Pure silk prints with the clear brilliance of sunlight . . . skillfully cut into little

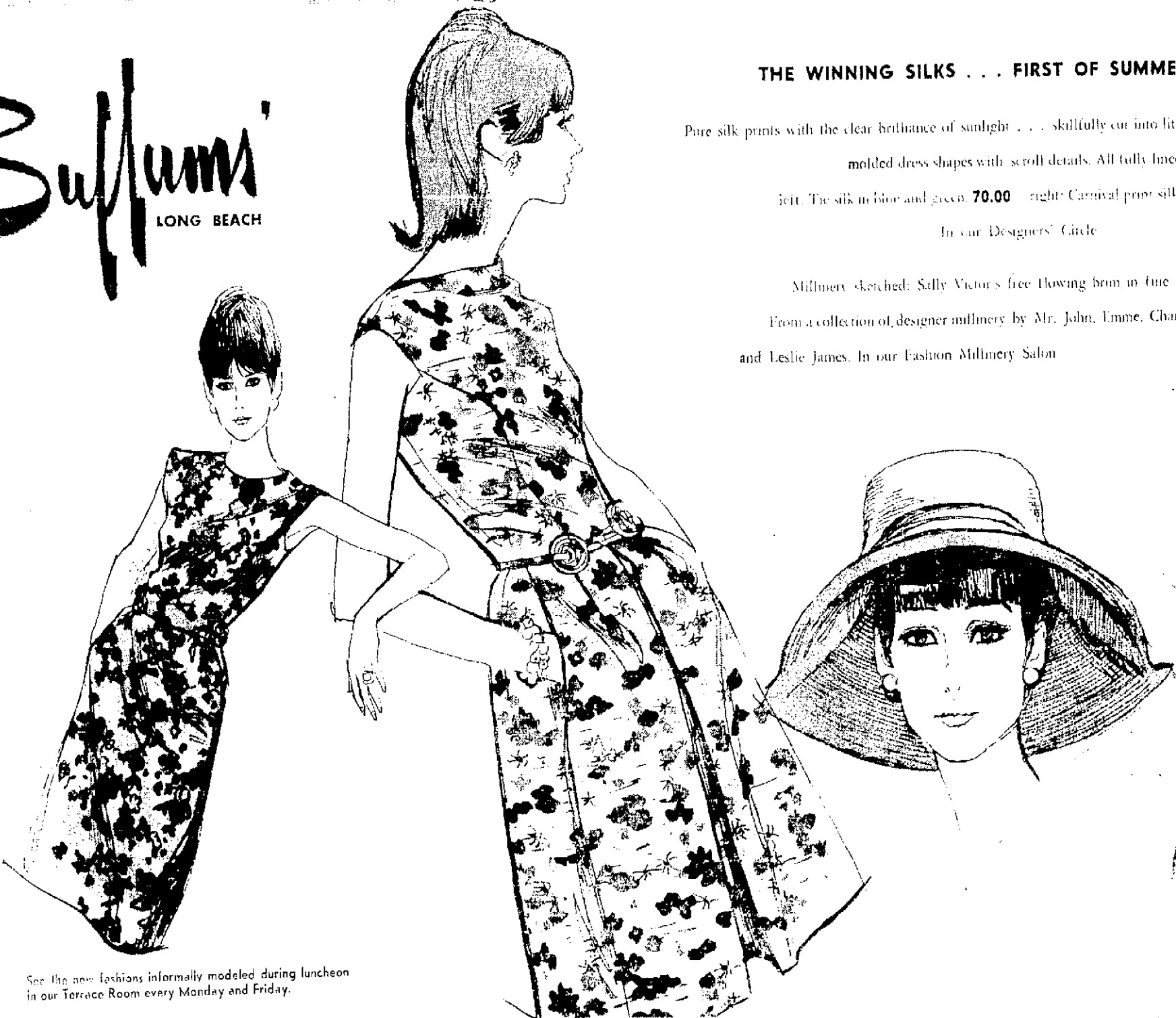
molded dress shapes with scroll details. All fully lined. 8 to 16.

left, The silk in blue and green. **70.00** right, Carnival print silk linen **86.00**

In our Designers' Circle

Millinery sketched: Sally Victor's free flowing brim in fine halibut straw. **79.91**

From a collection of designer millinery by Mr. John, Emme, Chanda, Christian Dior and Leslie James. In our Fashion Millinery Salon



See the new fashions informally modeled during luncheon in our Terrace Room every Monday and Friday.

DOWNTOWN PINE AT BROADWAY HE 6-9841 MONDAY AND FRIDAY 'TIL 9:00 OTHER DAYS 9:30-5:30



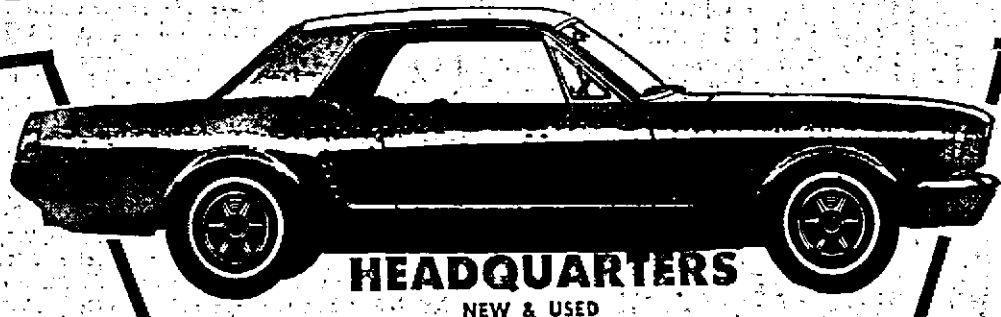
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NEW TRUCKS  
USED CARS  
USED TRUCKS  
EXECUTIVE  
CARS**

**This Weekend  
ONLY  
FRIDAY - SATURDAY - SUNDAY  
MARCH  
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**HEADQUARTERS  
NEW & USED**

## MUSTANGS

**EXAMPLE  
USED 1965 MUSTANG**

**• Cruisomatic • Radio • Heater  
• Padded Visor • Seat Belts  
• Bucket Seats • W-S-W**

**FULL PRICE  
\$1999 CASH**

**OR FINANCE FOR  
\$53 \$53**

Down on Approved Credit Plus Tax & Lic. Total Monthly Payment For 48 Months

**NEW  
1965 FORD "500"  
GALAXIE**

**2-DOOR HARDTOP  
WITH**

**• CRUISOMATIC • V-8 ENGINE  
• Nylon Interior • Seat Belts  
• Closed Emission System  
• Heater Delete • Full Carpeting  
• Brand New 1965**

**\$2399**

**OR FINANCE FOR  
\$65 DOWN ON APPROVED CREDIT  
\$65 PER MONTH FOR 48 MONTHS**

STOCK 707

**NEW 1965 NEW  
THUNDERBIRDS**

**HELP!  
WE'RE OVERSTOCKED  
HELP US UNLOAD**

**CRUIS-O-MATIC, RADIO, HEATER, POWER STEERING, POWER BRAKES, SIDE-VIEW MIRROR, WHEEL COVERS, BACK-UP LIGHTS, COURTESY LIGHT, DISC BRAKES, SWING-A-WAY STEERING, UNDER-COATING, WINDOW WASHERS.**

**FINANCE FOR  
\$99 \$99**

Down on Approved Credit Plus Tax-Lic.

Per Mo. for 48 Months

STK. 731

## SELECTED USED CARS AND TRUCKS

## FULLY RECONDITIONED

## CARRY TRIPLE PROTECTION PLAN

**1. 5-DAY TRIAL EXCHANGE**

**2. TWO-YEAR PROTECTIVE MAINTENANCE CERTIFICATE**

**3. TWO-YEAR GUARANTEE CERTIFICATE**

<b>'60 FORD FAIRLANE</b> 500 Sed. V-8, radio, heater, automatic. (FJS 704) <small>Includes all carrying charges on approved credit with only \$27 DN. \$27 MO. for 24 MOS.</small>	<b>\$27</b>	<b>\$27</b>	or if you prefer to pay cash <b>\$499</b> FULL PRICE FOR THIS '60 FORD
<b>'63 F-100 1/2-T. P. U.</b> 8-ft. bed, R&H, stick shift. (N23825) <small>Includes all carrying charges on approved credit with only \$45 DN. \$45 MO. for 24 MOS.</small>	<b>\$45</b>	<b>\$45</b>	or if you prefer to pay cash <b>\$1199</b> FULL PRICE FOR THIS '63 PICKUP
<b>'62 CHEV. BEL AIR</b> Radio, heater, V-8, automatic, w-s-w. (FLZ 473) <small>Includes all carrying charges on approved credit with only \$42 DN. \$42 MO. for 24 MOS.</small>	<b>\$42</b>	<b>\$42</b>	or if you prefer to pay cash <b>\$1099</b> FULL PRICE FOR THIS '62 CHEVROLET
<b>'62 T-BIRD HDTOP.</b> R&H, auto., pwr. steer., fact. air cond. (JXC 043) <small>Includes all carrying charges on approved credit with only \$68 DN. \$68 MO. for 24 MOS.</small>	<b>\$68</b>	<b>\$68</b>	or if you prefer to pay cash <b>\$1999</b> FULL PRICE FOR THIS '62 T-BIRD

**COURTESY CAN GIVE YOU THE  
E-A-S-Y C-R-E-D-I-T  
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Smart Gadabout

Trim and tailored defines this globe-trotter (above) . . . three-piece wool knit designed for going places. Wrinkle-free, it retains shape (a manufacturer's secret) and tucks weightlessly in a traveling bag. The relaxed jacket is bound to match knit shell for that popular all-in-one look. By Aled, at Georgia Williams Shoppe, 2023 Pacific Ave.

## The Fashion Purls

# Knits Conquer Space and Time

Almost any fashion silhouette is fit to be knit this can find it in knit—the purl of the fashion world. There's the widening skirt . . . the skinny hip-length jacket . . . the panel skirt . . . the dropped waistline . . .

the long tunic . . . and curved seaming.

You can have your two-piece (or have it one-piece) knit with pleats or pyramid seams . . . in checks or with Courreges influence . . . in apricot, celadon green, off-

beat pink or any other color your wardrobe wants to match mates with.

**THE SHAPE** and effect of knits for spring are full of new movement and vitality-plus. They circulate from office to luncheon to dinner with unruffled aplomb . . . giving perfect performance in everything from packability and staying power to dress-up glamor and sex appeal.

Ruffled blousons with tiny cap sleeves slip over slim skirts, the middy teams successfully with matching slacks, tiny rows of fringe feminize an otherwise tailored duo and a silky sheath slips down to its hem unhampered except perhaps for the deep plunge of a neckline.

It's the season to be a hit in knits!



### Ready, Set and Going

The long stretch of a 7/8s jacket (left) . . . here flight-weight and sleek of line. After the takeoff, matching easy-fit shell and skirt—Italian knit, of course—solo in style. By Gino Paoli, at The Harris-Aire, 4260 Atlantic Ave.



### The Ultimate in High Fashion

For a glamour build-up—elegant fur. Soft, natural orchid pastel mink rises to new heights in luxury. Jacket, 28-inch length, has sheared double fur collar and border. Available in all natural mink colors. At Harris Furs, 4260 Atlantic Ave.

## THE MIX-AND-MATCH GAME

### Spring Goes Its Separate Way

Separates, the get-togethers of fashion, are here for spring and resort wear in the youngest mood ever.

You can jet into spring in ye-ye knits, Victorian-Mod prints, misty pastels and pet denims.

Ye-ye knits are crocheted-trimmed in contrast colors and have rib-knit sweater-edge hems for a handknit look. Little slip tops pair off with matching slim skirts and crocheted-trimmed shifts sport pompon tie belts.

**JUMPERS** in denim, poplin and whipcord can be

worn alone or with contrasting blouses.

Arnel slim or pleated solid skirts are topped with print shells and vie for fashion honors with romantic prints in the new Mod look—paisley or wallpaper patterns on a creamy ground.

For resort and country there are whipcord pants, culottes and jackets and a wide selection of knit tops with or without sleeves to be teamed with gabardine pants that go to all lengths.

**YOU CAN** have the time of your life mixing up bold

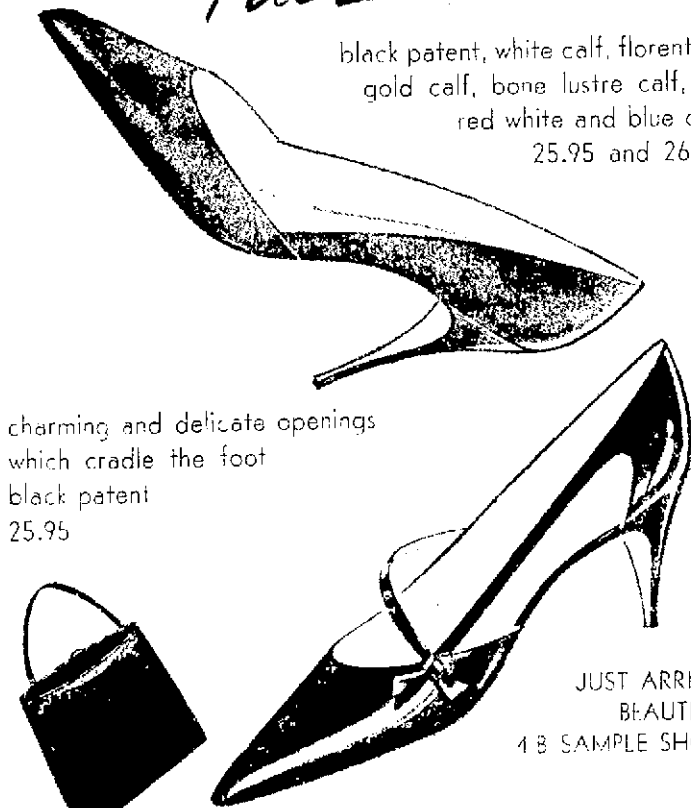
checks and solids in nubby pebble cloth or boucle. There are blazers and cardigans, flirty, pleated skirts and crepe blouses to add a soft touch.

Colors are garden fresh. You will find the sea and sky look of blue and green and springs hold navy, kelly and white to add light-hearted charm to your wardrobe.

Mix and match until you've stretched your spring wardrobe right into summer. Separates are smart looking budget savers, too, and should not be overlooked.

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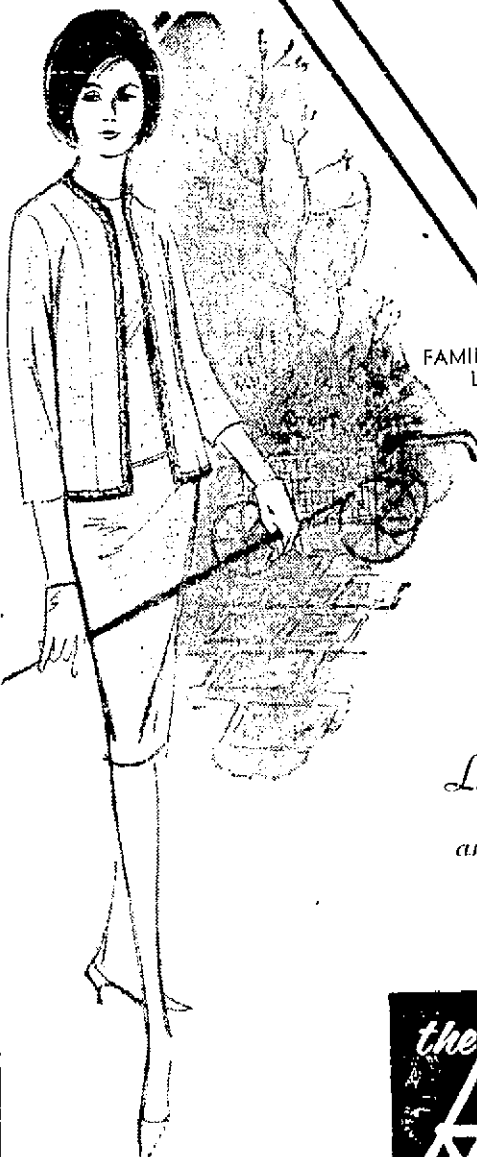
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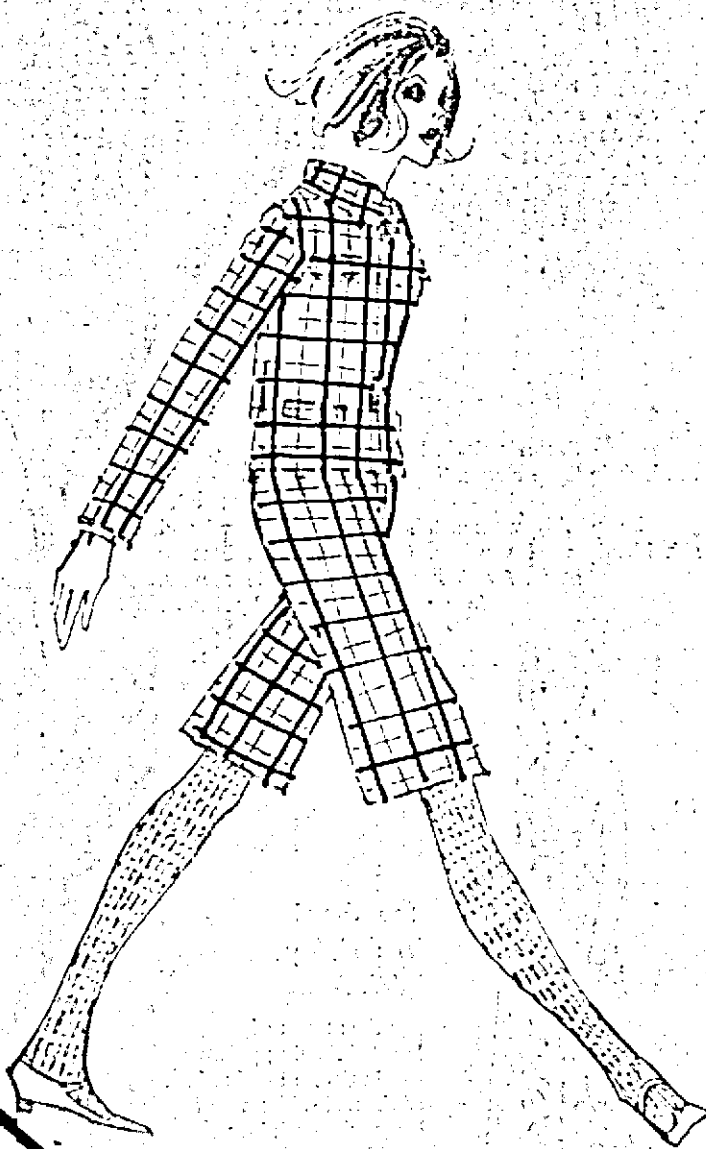


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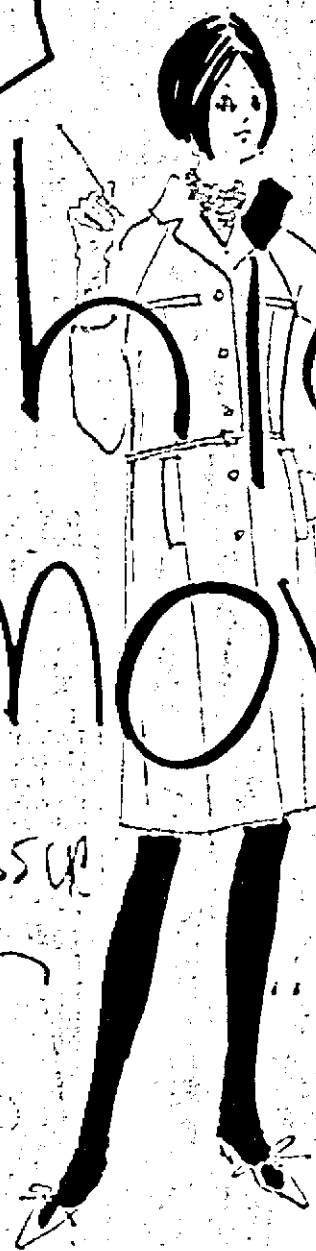
# city fashion on the move

Independent Press Telegram  
**Women**

spring fashion issue  
mary ellis carlton

1965

... fashion editor





# Long and Short of the 1965 Suit Story



The Breezy,  
Kneesy Skirt

Spring's "all-around" pleated skirt... here in a three-piece ensemble designed to "suit" any fancy. Teamed with coordinate plaid jacket, it breezes from office to luncheon to globe-trotting. A cap-sleeve shell featuring bow trim at neckline makes three-some. Colors: green and white. By Handmacher Weatherlane at Walkers, 4th Street and Pine Avenue.

There's lots of action in the suit story for spring. To sum up the long and the short of it: most jackets are longer, most skirts are shorter.

Some suit jackets have been dropped long enough to look like tunics, but most of the longer ones end at either wrist or fingertip length.

But don't give up if you are set on a short-jacketed tunic, for jackets which end at the waistline or a couple inches below still are plentiful.

And the Chanel cardigan version seems destined to be, like Chanel, around for quite a spell.

**OTHER ONCOMINGS:** the smaller jacket, laid close to the body, neat little lapels, narrow sleeves set in high.

Sleeves join hemlines in the shortening trend. You'll find most suit sleeves chopped off just below the elbow. Several designers, however, show the above-elbow length.

Also, the jacket has a hint of a fit, many marching

double-breasted into spring. Some suit jackets come tied with wide leather sashes, others are held together with a tape of beige calfskin.

Also gathering momentum: yoked-top suit jackets with tiny gathers where shoulder and back join.

**ABOUT THE MOTION:** it's at the hemline! Most skirts have apron-like front panels, gores, dirdel gathers that fall from hip yokes.

Some that seem perfectly serene, suddenly burst into a flurry of pleats... others are so charmingly in motion that the simple act of crossing a room becomes a pleasure to watch.

The skinny suit skirt is around, too, but is usually eased at the waistline with the slightest of dirdel gathering.

In fact, suits are on the go... and anything goes that suits your silhouette.



Diamonds  
Cash In  
on Checks

Diamonds are a girl's best friend. And, how warm and friendly in a black and white diamond-check wool costume (right). Jacket goes long and curvy, is lined in electric pink to match blouse. By Werle of Beverly Hills. At Parisienne, 539 E. Ocean Blvd.

## WHAT'S WHAT WITH WHAT

### Smart Buy: 'Two-fer' Accessories

Weep no more, milady, about being a beast of burden when you go shopping or to the office.

It's the fashion industry to the rescue with double-duty accessories, many worn rifle style, slung over the

shoulder. This frees the hands to carry other things—from lunch bucket to a precious vase for a white elephant sale.

One designer makes an umbrella worn like a rifle. It's called a belt-brella and first was designed in Paris by Ruben Torres.

Purses slung over the other shoulder or carried—sorry, no wheels on purses yet—are kangaroos or siamese twins. They come attached together... or a big bag may have one with a little one snapped to the outside or tucked into an envelope.

One "two-fer" purse mucks a tote bag and has two handles. On the side are two dog leash hooks to make an attached clutch.

Most accessories for spring have a tricky side to them. Sample:

—A wide ring with many hinges. In a pinch, you take it off, stretch it out and have a bracelet.

—A knee-tied umbrella with its own matching lace stockings.

—Jewel-encrusted lids on watches, making them look like bracelets.

—A head scarf with a frame of crinoline to give it hat shape.

—Tri-colored manes by Coiffures Americana. Wear it as a pony tail or braid it down the back. The mane of blonde, brown and black hair can be separated for different effects.

—Earl necklaces and bracelets that can be attached to make a longer necklace.

—Current fashions in earrings include the small drops, long swinging jewelled drops, circles, hoops and dangle buttons.

## Parisienne

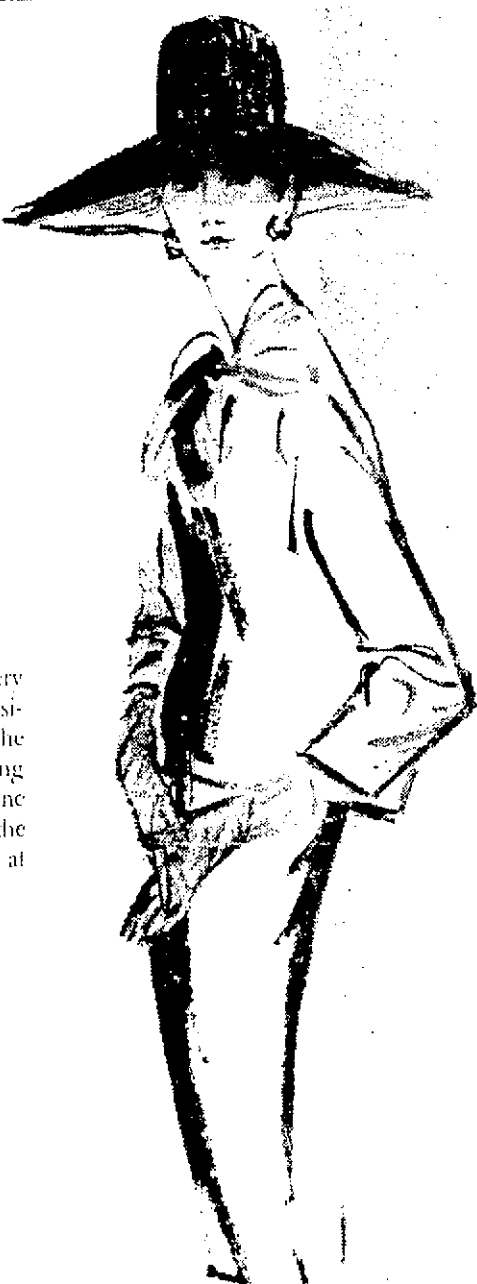
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## Choose Rainbow Chapeau

If you choose black and white or beige and white tweed for a spring costume this year, pick up the colors with a dash of brightness in your hat.



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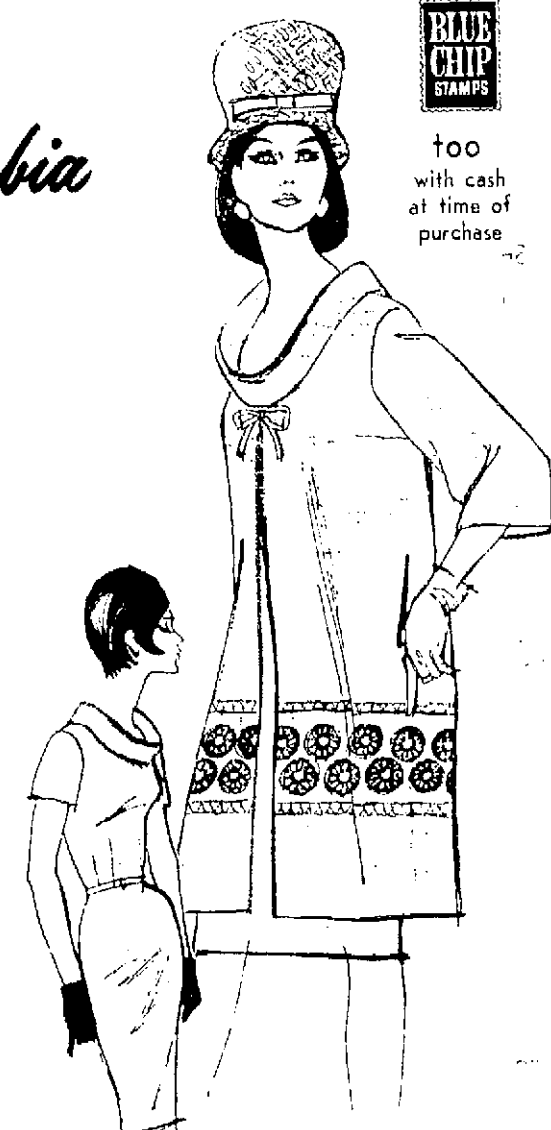
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## Spring's Into Action Fashion



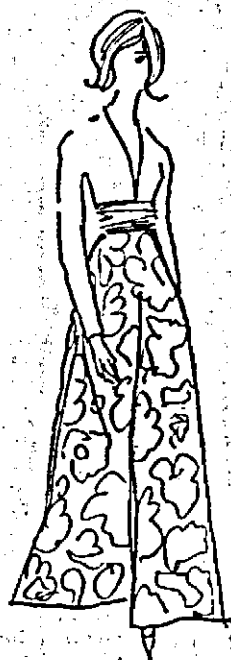
**Swirl of Black  
Chiffon, Italian-Style**

Fresh from the continent... Veneziana of Italy floats black chiffon in dreamy dance dress. High cowl neckline is gathered into double-strand rhinestoned midriff... a drift of black chiffon floats from bare-shoulder. From "Best of Paris - Best of Italy" collections at May Co., Lakewood Center.



**The Sleek,  
Longer Jacket**

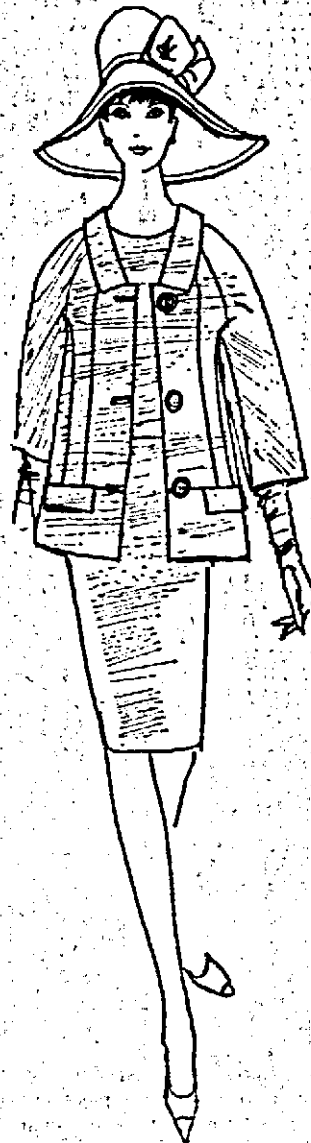
Spring's sleek, limber walking suit (right) ... here in three pieces. Streak of a skirt is topped by breezy, sleeveless shell under impeccably woman-tailored jacket in wool and silk blend called stardom. Colors: emerald, blue or beige. By Ernest Strauss; at Chrysteen's, 4518 Atlantic Ave., Bixby Knolls.



**The Great  
Wide Way  
With Pants**

It's the season of languid flowing pajamas—a la Carole Lombard... of the nude shimmer of legs, under dark lace stockings... and mere slips of dresses (extreme upper) for after-five.

## Sets Sites ON BEAUTY



**And Now—  
See This!**

Top viewing—a stylish ensemble in yellow, touched with leopard. Geoffrey Beene linen catches eye with leather thong belt laced through oversized pockets. Topping the style-stopper: a Mr. John hat, banded in leopard print, paired with matching gung-ho leopard neck scarf. At Buffums', Broadway and Pine.

## BEAUTY ON THE MOVE

# Fashions Feminine, Pretty and Witty

By MARYELLIS CARLTON  
L. P. T. Fashion Editor

Like Long Beach, spring fashions are on the move. With go-go flair, they set the pace for beauty—day and night—around town, on city streets and in local night spots.

Architecturally speaking, the look that stacks up best this season is wildly, wonderfully pretty.

The girl who's got it has short, floppy curls, a small visible (repeat visible!) figure. Her skirts flicker into pleats... or swirl into action via flounces, ruffles and gores... some slip and flare from the hip.

Her pants (not so many

this spring) are feminine and flicker—seemingly—into skirts.

Her suits and dresses are small-shouldered with narrow armholes and sleeves, snuggish through the ribcage.

OTHER structural on-comings: the shorter shift... leggier legs—the longest stretch of sleek brown legs ever... languid ruffles, flowing around the edges of two-piece pajamas or a long-sleeved overblouse... low-flounced daytime dresses, tunic costumes, shorter formal lengths... a rash of polka dots and checks.

The proper footings:

strappy shoes, heeled low (all the better to go)... the baby shoe, this spring's spectator, supple in navy and white... the lissome little pump, the bracelet pump... a zoo-full of reptile (also mock-croc and some wizard-lizard that's more than half calf).

ONE OF THE prettiest ideas anywhere this spring: a touch of fabric near the face. It may be organza with streamers, puffed around the head like a wayward cloud... it may be a kerchief or a scarf, tied a dozen different ways.

The elegant touch: new high-waisted mink jackets—

skins worked in the round, standing softly around the neck, tiny sleeves circling the arms... a long stretch of mink in the new straight stole to slink over evening finery.

LEGS ARE on a patterned kick—sometimes diamond, sometimes soft-spoken shapes that are more subtle than definite.

For evening: the nudest black lace stockings ever and the barest black sandals... not a jot more than an elastic T-string and a chic little "talon twist" heel.

OVERALL, the '65 feminine form must be firm, trim and without fault. Underpin-

nings prescribed for garments as diaphanous as smoke are mere second skins, meant to cover, not correct.

Except for an occasional burst of immodesty, the favored female fashion prototype this spring will be slightly curvier, very much ruffled, often languid... a new-fashioned girl not unlike My Fair Lady's heroine, Eliza Doolittle—after improvement, of course.

Yep, the American woman is feminine again... biologically, psychologically... in princess lines, pleats, in chiffon, lace and ruffles and wispy black dresses—just the styles that makes any red-blooded male hope she'll drop her handkerchief.

## IN THIS SECTION.

For both the city of Long Beach and the world of fashion, this is to be an exciting, on-the-go "Year of Beauty."

The keynote is motion. For the city, it means visions of a new shining tomorrow. In style, it means clothes full of zest; fashions that are vigorous, attractive, modern.

In this section we've attempted to catch this motion: the feel of a city growing, the lithe movement of spring fashion.

Posing for fashion photos in this section (featuring clothes from local stores) were Wilma Hastings' models Darlene Hood, Sylvia Soukup, Pam Finley and Mary Morton.

Curt Johnson, L. P. T. photographer was the man behind the camera. Sketches and cover page art were executed by artist Jackie Wood. The issue was produced by Mary Ellis Carlton, L. P. T. fashion editor.

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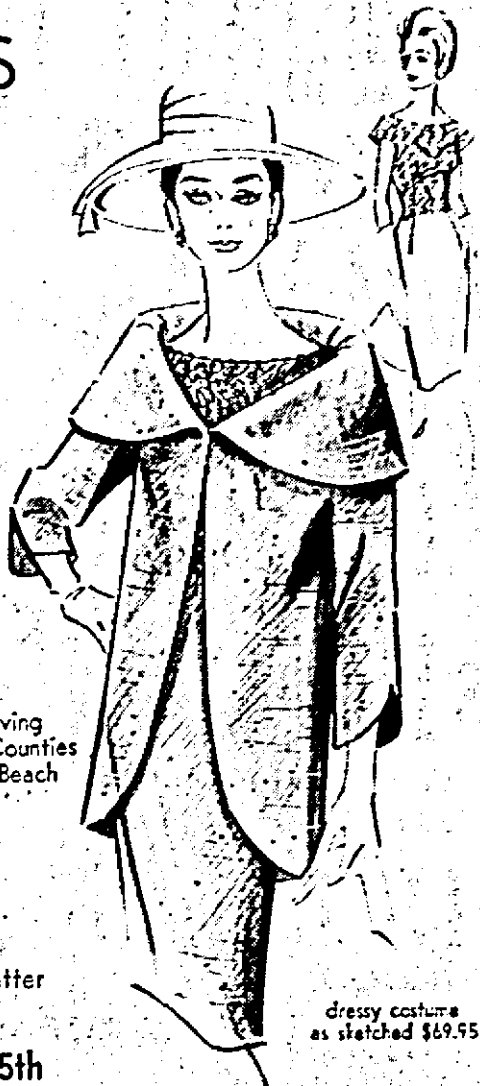
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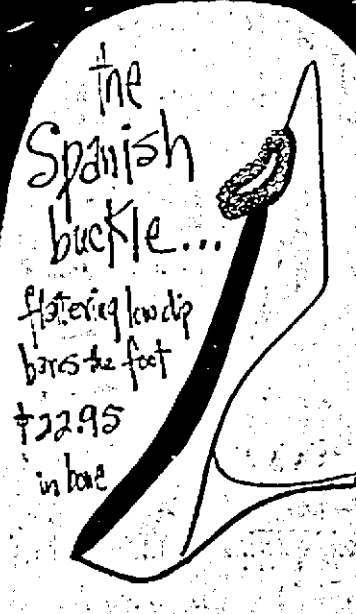
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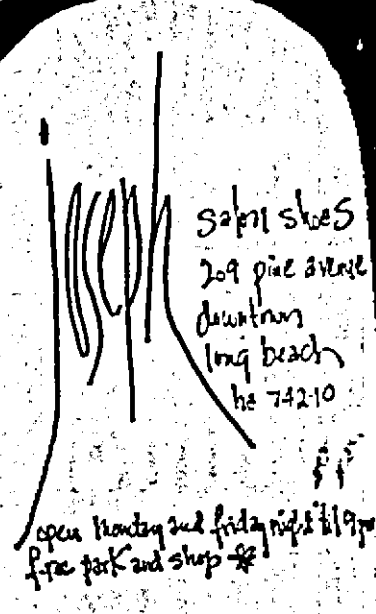
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## Hair Springs Alive... in '65



### An Air of Permanence

Silhouette features little head look with gentle rise at the crown; soft curls give light and airy touch to easy-swing coiffure. Make it permanent at Staber's for Beauty, Eighth Street and Locust Avenue.

## Yep, Dame Fashion Has Her Ups and Downs!

Spring has its ups and downs. Women with legs capable of standing the exposure, for example, can treat themselves to sporty frocks with hemlines hiked enough to bare the knees. Other hemlines cover unsightly knees. The length of the long evening gown has been hiked, too—pulled up to mid-calf length. But the long gown stays, too. NECKLINES ALSO go up and down. The down ones plunge via deeply cut V's or U's. Others go up to turtle neck height. The ups and downs of waistlines range from empire to dropped. And what goes in circles around new dresses? Mostly ruffles, that's what... also lace that rims hems, sleeves and necklines.

### Sailors Back

Top among spring mil- ed shallow crowns and a nery designs are large- new silhouette inspired by brimmed sailors with round- a nun's coif.

### Fashion Focus on Spring 1965



that  
'Schick'  
look

Exquisite seaming detail in a two-button suit of Italian silk. Slash pocketed skirt. The short jacket is demi-fit in front and straight in back. Shell cluster buttons give the final luxury touch. Camel, Spring green, navy, black.

Hat by Mr. John

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### Coif on the Upswing

The pert, feminine coiffure is on the upswing... but if it's to make a lasting impression, a permanent wave is the answer. At Crowning Glory Beauty Salon, 251 E. 5th St., a skilled staff of specialists feature permanent waves to fit every budget and every hairstyle.



### Hairstyle Wins Top Honors

Curls and waves, as soft as a spring breeze, were tossed into this winning hairstyle by Pat Cooper at recent Long Beach Hairdressers Guild Show. The grand trophy and a cash award were presented for the feminine coiffure, which captures the lightness of the season. For the guild shop nearest you, contact Long Beach Hairdressers Guild (official styling body for the International Beauty Pageant), 5335 Olive Ave. The model: Jo Kirkwood.

## LOTS OF RUFFLE AND LOTS OF FLUFF

## Hair Goes Short, and Well-Behaved

Hairdos are swinging into action this spring, according to top-notch artists of the swirl-and-curl set.

The new styles are ruffled and fluffed, looped and smoothed, polished and sleeked. Hair will be soft and lightly waved... there will be emphasis on the natural look, both in styling and hair color.

Most of all, hair will be beautifully behaved.

The forecast for hair fashions is fair and warmer—no harsh head lines, no back-combing and bird-nesting, no rigid cold looks, no icy shades.

COIFS WILL GO shorter and airier, given a lift to the fact, the costume and the spirits. Queenly necks will be on view, as the nape is uncovered and shaped up.

In keeping with the close-to-the body look in clothes, heads will be cut to perfection, will look smaller, tidier and yet more active.

as waves move in where the bubbles have burst.

This spring, shape's the thing. The cut—called the "breeze cut" by some stylists—becomes an essential part of the elegant head.

Some short, sleek hairstyles are carved and sculptured, curved at sides and back with ends just folded under. Other short dos feature swirls, wispy fringe bangs and soft curls over the ears.

A CLUSTER of petalled curls may crown an otherwise all straight-looking cap coif. With the young set, pop art hairstyles, ideally suited for the chelsea look in fashions, features straight sleek hair with fringes of bangs. The hair is artfully cut to allow hair to swing and return to the original do in perfect placement.

But there's more to the natural look than washing your tresses and letting them fall where they may. Cut is vital, the right kind of per-

manent is basic.

Probably the most demanding facet of the natural look: health of the hair itself. It should—must!—glow with vitality.

BANGS, BIG in the new hairdos, frequently cover the brows.

Full, bumper bangs hang straight; bangs on the bias sweep low across the brows. Popular with the young set are "odd bangs," meaning bangs cut unevenly and arranged with the fingertips for an "at random" look. They crowd the eyes, thus focusing attention on the orbs, making them larger looking and beautiful.

Word of advice: no matter which new hairstyle you decide is most becoming

you'll need a body permanent to achieve the newest fashion look, whether smooth or curly.

### Great for Little Girls!

Diminutive misses won't want to miss the latest in for the grammar school set—a camisole-type pullover called "the demisole."

We guarantee mamas soon will be hearing the familiar refrain... "but, just everyone has one."

Young mademoiselles will like the rib-cage cover and matching panty. Shown in boucle-knit cotton trimmed with braid, it's just a little undercover story, but a very bright one.

## Tooth-Brushing Lures

Encourage children to brush their teeth by giving them their individual tubes of toothpaste. Electric toothbrushes also seem to work more efficiently than a parent's order.



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## Lots of Belts Around Girls

...fashion still holding up

One day while eating cantaloupe with antelope, the emperor Petronius remarked to a slave, "Whatever happened to those nice belts you girls were wearing with your togas?" And so belts regained significance that year and have been around for a couple thousands years since.

They're still around this season, sometimes slung low to accent the long torso look. But, most often, they're worn where nature intended, nipping in trim waistlines, making girl-watcher's look longer.



### The Undercover Story!

Lightweight but strong on figure control... longline pantie garment is spring's secret style weapon. Of Lycra spandex power-net, it molds and curves without your knowing it; is inconspicuous under slimmest outerwear. Featured: nylon lace whirlpool cups of quilted Dacron Polyester Fiberfill. Lycra stretch straps. At Barclay Corset Shop, 114 E. Third St.



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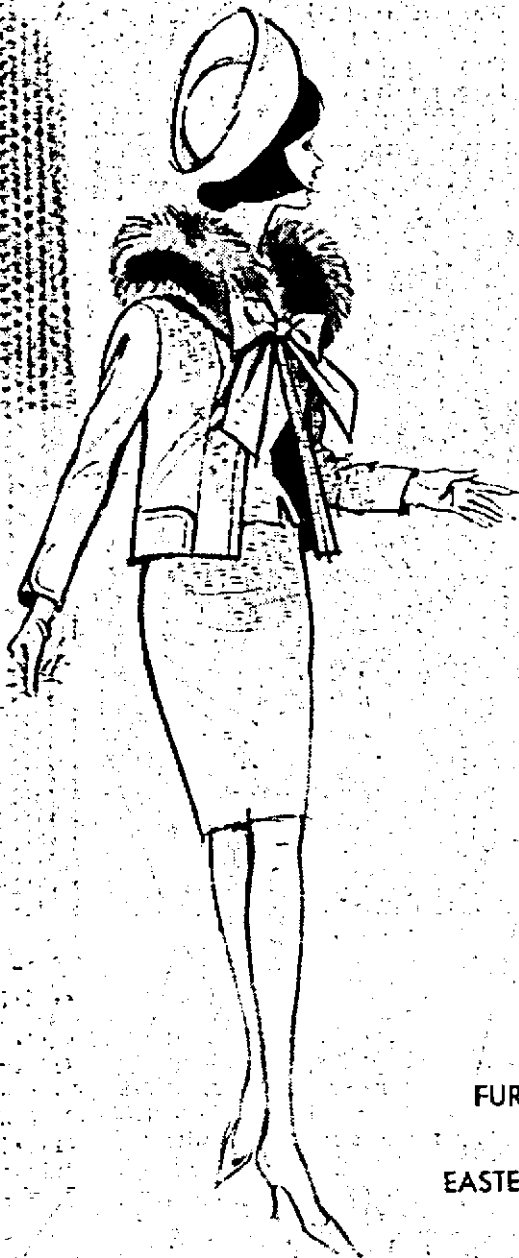
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# Suits that Skim Into All Seasons



**THE SUIT** Sparked by double breasted blouse of white ribbed  
**CHECKS IN** cotton, navy and white silk suit (above) checks  
**FOR SPRING** into spring fashion lineup with precise double-  
breasted jacket and easy skirt. By Nat Kaplan, at  
Schick's, 701 Pine Ave.

**FUR FLURRIES** French imported mohair and wool boucle,  
**FOR THE** woven into smart three-piece suit (left) with detachable  
**EASTER PARADE** natural Norwegian blue fox collar. The inside  
story: a sleeve-free blouse of silk shantung completes  
ensemble. Colors: powder blue and coral. By  
Lillie Ann; at Columbia, 1st Street and Pacific Avenue.

## NOT EVERYTHING'S 'SWITCHED-ON'

## Timeless Classics Still Very Much 'In'

The neglected other half of the female population—those ladies over 25 who want waistlines in place, skirts to the knees and enough bodice room to take a deep breath—are in luck this spring.

Despite the switched-on mod, Gernreich and ye ye creations that make for exciting pictures and reading in today's haute couture magazines, the fashion industry still is in the business of making modest, wearable, ladylike apparel.

Timeless and classic clothes are still very much

"in"—including neat little suits with floral printed blouses and trim little dresses in silk or wool pastels, also in vivid reds or greens.

**IN THE LANGUAGE** husbands understand best, this means their wives' old wardrobe is not completely obsolete and that some of last year's clothes can look very 1965 when updated with a new accessory or two.

Men are known to whistle at plunging necklines, but

they like to see their own women in the simple linen or silk sheaths with tie or jewel necklines and belts.

**OTHER HUSBAND**—approved styles on local store racks are fitted princess lines (not loose-hanging shifts), body-draped chiffons and laces, floating panels, fluttering skirts, winglike stoles.

Although these are not

the headline-grabbing avant garde fashions inspired by the young individualists, they aren't matronly, either. Yet they're like to women forgetting their birthdays. Dolman sleeves hide underarm flabbiness. Neat pleats in many skirts minimize hip-piness. Fake turtle necks and cowl necklines conceal the rings of time.

Not only heaven, but fashion designers as well, are out to help the working girl—whether mother and housewife or career gal.

### Now—Cotton Goes Reptile!

The rage for reptile textures in shoes and handbags now enters the glove field in cotton, yet!

The most elegant example: a new glove style in grainy cobra pattern. The fabric is realistically embossed to look like leather, yet is soft and easy to wash.

New cobra cotton gloves are available in three lengths—shortie, slip-on and five-button. Styles come in white, antique ivory, bark, cocoa and black.

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## It's a Mad, Mad, Madras World!

It's a mad, mad madras A-line skimmer for fashion-conscious sports-women. The topper that scores: a sun hat of denim. Choose your own mad plaid too! Skimmer by Boe Jests, hat by Talbot of Carmel. Available in solid sun colors, madras or stripes: at Kenady's, 5368 E. 2nd St.



## Care-Free and Go-able

Two-piece ensemble blossoms in print and permanent pleating of washable easy-care Celanese Arnel fabric. Colors: light and dark turquoise, olive and mint green, pink and lemon yellow combinations with white. At F. W. Woolworth Co., 345 Pine Ave.

## LOOK WHAT'S SHOWING

## Hemlines Going Up; Knees Going All-Out

Ready or not, skirts are on the rise again. This must be discouraging news to women who realize their legs are as offbeat as a Bob Dylan record.

Facing the facts of fashion and physique, the only solution is to make the most of a situation. Or better yet, correct or disguise knobby knees, bowlegs, thin or thick ankles.

Good grooming is the first step in covering up imperfect legs. Many neglect their legs and feet and the result often is flaky, scaly skin. Keep legs free from hair and smooth on a softening lotion after bathing. Apply this with a massaging motion from toes to knees with the palms of both hands. You will find this soothes aching muscles, also stimulates circulation.

**SHORTER** skirts and the approach of summer call for special knee care. Rough, discolored knees look awkward. If necessary, use a pumice until the skin is soft and smooth.

Apply a coating of baby cream or moisturizing lotion after each bath and exercise by walking up and down stairs or doing deep knee bends.

You will find this aids the over-all appearance of your legs as well as your knees. Here are some tricks you can do with stockings to camouflage less than perfect legs and ankles:

- To make large ankles look smaller—wear dull-fin-

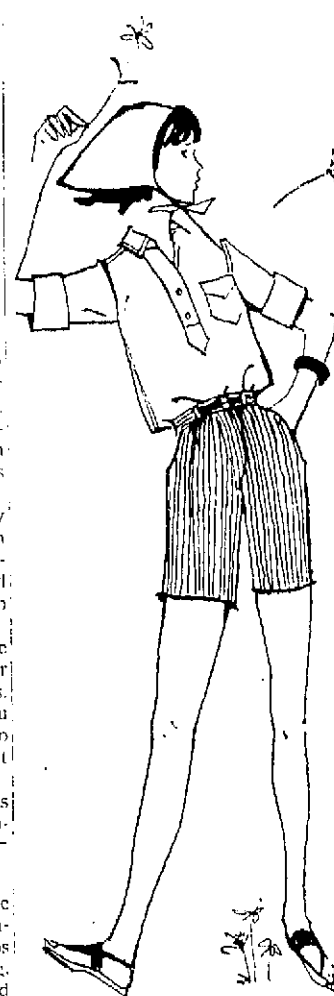
ish seamed stockings and keep the seams straight. Wear dark shades and avoid bright or light-colored shoes, especially those with ankle straps. These always call attention to feet and legs, as do jeweled or intricately designed shoes. Put the bright

touches at the top of your costume.

- To make plump legs appear thinner—wear longer skirts, even to the middle or at least slightly above the top of the calf. Follow suggestions for large ankles.

- To make thin legs look

plumper—select light shades for stockings and skirts that are moderate in width at the hemline. An extremely full or bouffant skirt may make your legs look like the proverbial pipe cleaners. Extremely narrow skirts also accentuate thin legs.



the quilt shirt in gold or blue Cotton denim \$8.00

leaven belt 2.00

stripe seersucker bermudas in olive, red or blue 10.50



now for women too!

5368 E. Second Street - Long Beach

thong sandals by Socrates \$9.95

## Peekaboo!

Peekaboo cutouts, large and small, abound in skimmers, shifts, swim coverups and pants tops for spring. Often, they're smartly bound in contrasting colors.

## THIS SPRING, HIPS ARE HEP

## It's the Year of the Superior Posterior

Fashion has a new figure focus.

The view from the rear, it seems, is taking the foreground in fashion.

What's caused high-style to take a backward glance? Pants that's what — the stretch-type. They've caused a new derriere-directed look that calls for girdles that give firm, rounded shape to the average, or slightly less than average, figure. As for the flat, boyish figure—well, let's have none of that. Fully padded girdles are the remedy.

It's definitely, anyway you look at it, the year of the superior posterior.

**ALSO** rating notice: the briefs, the summer skimmers. Crisp and cool in style, these shorty pants feature careful construction, finer fabrics.

The design: tab, lap-over front, criss-crossing of fabric for better fit, more stomach control. The fabric: spandex powernet with elastic mesh inserts.

Other news in silhouette shapers: Panel reinforcement without seams via fabric fusing; regular leg lengths, allied with rising hemlines; decorative stretch lace cuffs on long-legged pantie girdles; skin-toned all-stretch pull-ons and front-zipping corselets.

**AS TO COLOR**—there's plenty of it. You'll see tropical prints in pastel against white; skin tones; pretty pale hues — pink, lemon, blue and exquisite detailing: ruffled straps, garter-encasing rosettes of lace.

But with all the additions—posterior padding, ruffles

and bows—milady's underpinnings won't add up to much—weight-wise.

**COMPARISON** proves this undercover story.

In Shakespeare's day when iron corsets were in fashion, the ladies bowed to a total of some 55 pounds of clothing.

In lush, plush Victorian days, women dressed to the

tune of 37 or-so pounds of fashion.

Even when flappers cast off corsets and donned bosom flatteners, style was still in the light-heavy-weight division.

But, today padded pants or no, high-style is light weight—a mere couple of pounds, including shoes and purse.

All told, and there's nothing

much to them, today's lightweight girdles and panties are a far cry from yesteryears' iron maiden-formers.

In those "good old days"—newspaper ads proclaimed proudly—"Corsets guaranteed not to rust!" Today when we speak of rust, it's possibly a new fashion color for 1965's underwear feather-weights.



## Go non-stop thru Spring

in beautiful shoes from Jacobs



Dazzling designs spot-lighted from our fresh-from-Mademoiselle collection. Bright new treatments, a bouquet of colors.

## Ways To Tie Into Spring

Smashing new scarves are shaped for spring in many new fashion sizes.

There are true triangles... skinny scarves (narrow tubular oblongs)... diamond-shaped and scalloped scarves to wear as cape, sash, fill-in or head cover.

There's a new chiffon version of the jabot, a striking tri-color "fashion trapezoid" of silk shantung... also, double-bordered 24-inch silk chiffon squares... and butterfly scarves of twin squares for a dozen new fashion ties.

Calf Bag, 25.00 Sheer Genius Pump, 22.00 Eve's Leaves Sandal, 22.00  
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the Pure Silk Costume



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Through the day in fashion... our richly detailed costume quickly transforms from a daytime sheath by merely doffing the jacket! Delicate pure silk linen with chiffon... in flower petal shades of pink, apricot and aqua.  
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## SPRING'S COVER STORY

### Coats Playing It Straight and Narrow



It's the skimp coat, the skinny coat, the anything-goes-coat, the woman-tailored coat for spring.

The new breed of coverup is all pure shape, neat of shoulder with long, skinny sleeves. Fabrics are cut and detailed to emphasize the lean look.

Other marks of distinction about the new coats:

—Brass and decorative buttons that often extend from collar to mid-thigh and more often double than single breasted.

—Small neat collars.

—Low slung pockets, frequently the trouser type with the openings worked into a seam.

—Low-slung half-belts at hip level.

—To help keep the silhouette slim, designers have used smooth fabrics more often than bulky ones—among them gabardines, whipcords, thin flannels, silk and worsted combinations.

Another big trend for spring: the costume.

It will be in dresses and jackets, dresses and coats, coats and suit, in prints, plaids, combination of silks

and wool and in everything from the most tailored of day clothes to the most fabulous sweep of formals.

The anything-goes-coat... with its quick readiness to go anywhere, day or night, in any weather... is very much on the scene. One such: "the glistening rain-coat" made of fabric that looks very much like patent leather.

From Paris:  
Slim, Short, and Belted

Balenciaga's coat-dress in tattersall check wool, 7/8s length with martingale belt that anchors or takes off from double-breasted closure. From May Co.'s "Best of Paris—Best of Italy" collection; available at May Co., Lakewood Center.

### Slither Into a Body Slip!

Everyone raved about the body-stocking—

Now, fashion has come up with its sequel—the body slip.

Together—the stretch nylon bra top and skirt of luxurious crepe tricot weigh only an ounce.

If you have the figure, wear this light, cling-fit slip under everything—including the most transparent of lace and discotheque dresses.



### They're on Top

There's a whole array of smashing tops to go with every pants look. Smooth-fitting pullovers and hip-riding jackets accentuate the sporty, feminine ruffles, bows and midriff lengths accompany late-day and at-home pants.

### Shades for Spring

Pales predominate, but there are richer, darker shades in fashions for spring, too. Rich wine reds, bottle greens, mustard and spice tones show up, often mixing and mingling in the new flatter tweeds.

### Color Is Spring's Big Fling

Color is a frame of mind. It enhances every facet of our personal lives... expresses our tastes, our desires, our creative urges.

It affects our moods, our appearance, our enjoyment of where we live, what we wear, how we look. Color in telephones, in cars, in curtains and in kitchens... in hairdos, in cosmetics, in clothing and in footwear set the 1965 trend to individuality.

IN CLOTHING fabrics for spring, the direction is di-

mension: Flat fabrics with texture... textured fabrics that seem flatter... sculptured silks and cottons... lace looks and fresh piques... looped wools and linen looks.

brings darks or brights or pastels into spring... as it brought white to winter. This spring, fashion hits the freedom trail... and every woman can have her fling with both silhouette and color.

### Use Scent of Pulse Spots

Every year brings a new crop of fragrance users. Advice has been to use perfume effectively in pulse spots. Where are these? They are at the base of the throat, at the inside bend of the elbow and knees, back of the ears, on the wrist and at the cleavage of the bosom. Touch up fragrances every two or three hours.

# Buffum's

### ESTEE' LAUDER GLOW... RADIANT NEW MAKE-UP

Brand new make-up that's as sheer as a glow can go! Illumination created by Estee Lauder to make you one of the loveliest things in life—a radiant woman. Glow-in-the-Round to add delicate all-over color with true-to-life sheen. **5.00\***

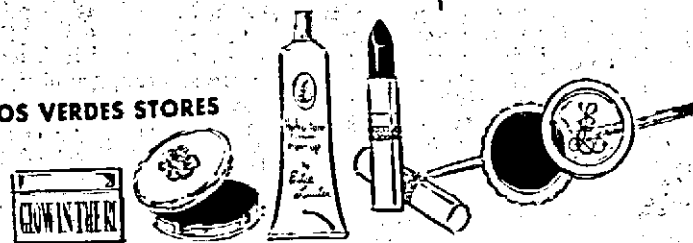
Eye shadow Glow in six new shades of eye powder applied with a unique sponge-tip applicator. **5.00\***  
Jet Black Eye Liner Cake. **2.50\***

Pink Apricot Re-Nutriv Lipstick, a ripe pink to peach that seals the glow with a kiss of color. **3.50\***

\*plus federal tax

Cosmetics

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# The Soft Touch for Spring



The Wrap of Luxury

Emba Taupe natural mink . . . the softness of a new raised neckline . . . the luxury at its ever-loving best. It's the soft touch every girl loves. At Frank A. Hill and Son, 3316 E. Broadway.

## IT GOES FUR-THER

### Keep Mink in the Pink

Every woman knows at least one thing about mink. She knows it is beautiful. But anyone who owns this luxurious fur should also know how to care for it.

Whether you own a coat, jacket or stole, always hang it on a wide, well-made hanger that conforms to the shape of shoulders and collar. This lessens the strain on shoulder seams.

Never hang fur in a plastic bag or garment bag. It needs air to keep from drying.

If your fur gets wet, hang it in a cool room to dry. When it is dry, shake it out. Don't brush it.

Try not to carry packages so that they hit the same spot on your mink each time. Constant rubbing can cause worn spots.

**PERFUME SHOULD** never be applied directly to fur. It will dry the skins and stiffen guard hairs.

Always unfasten your mink coat when sitting; also loosen it around the shoulders. This prevents pulled seams.

Have your furrier inspect it for damage every year.

Never pin flowers or jewelry on your furs. The pin can cause damage to the skins.

Be sure to store your mink during warm summer months. Heat can damage oils in the leather.

A mink coat to the majority of women represents years of saving and "doing without." So it would certainly be the ultimate in foolishness not to give it the kind of care that will keep it beautiful for many years.

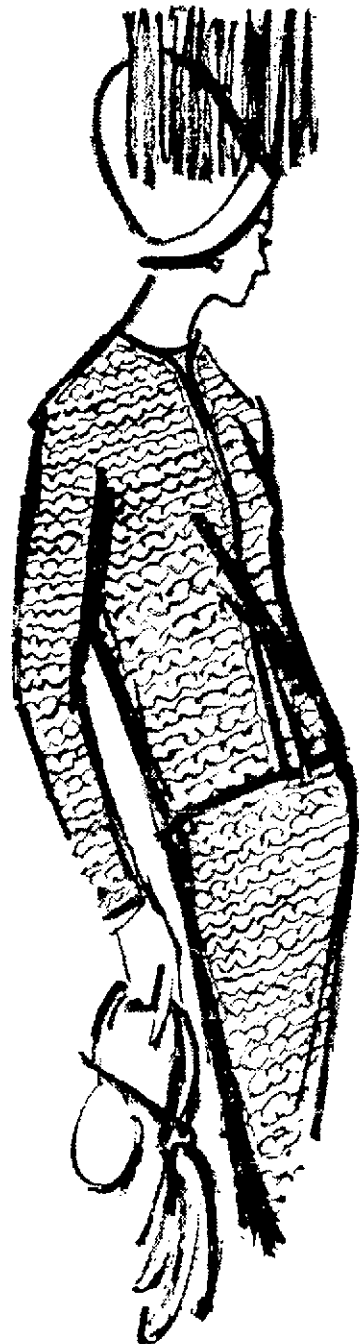
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...and a flurry  
of pale furs



Fashion in the Round

"Breath of Spring" . . . by-word for the season and for this high-waisted tourmaline mink jacket—its skins worked in the round (very 1965!), standing softly around the neck in a cuddle of a notched collar. At Furs by David, 203 E. Third St.

## IN THE HEADLINES

### Hats and Hairdos Make Peace--at Last!

For the past few seasons (ever since the huge bird's nest hairdo went back to the robins from whence it came),

there have been promises of a meeting of minds between the hairdressers and the hat makers. And many a hat-loving gal was fooled.

So many beautiful hats were designed — not little whimsies that perched at the back of the head — but real hats, the kind that truly add a flattering finishing touch to any costume.

But it was difficult to wear them as it was in the days of the towering coiffure. True, hair styles were no longer of bushelbasket dimensions. They were sleek and straight with just enough body to add slight fullness and curve. But about 8 out of every 10 women had to get that slight fullness at the beauty salon where "just a little teasing" was needed to hold the hairdo in shape.

And women with fine hair didn't gain a thing from the demise of the bouffant. It didn't matter very much whether you crushed a bird's nest or a small-sized halo. The hat you longed to wear still ruined your setting.

**WELL, THIS** time around it looks as though we finally have it made. The newest hairdos are truly close to the head. And if you don't look good in nearly straight hair without a bit of teasing, you can wear waves or soft curls. They're on their way back along with the ultra feminine fashions of the '30s.

Anyone who wore no millinery other than a baby bonnet in the '30s can take heart from the fact that hair styles were so designed that a flick of the comb put them in apple pie order when a hat was removed.

This spring there is no deception. You CAN wear a hat and look fine when you take it off. And this will be a delightful experience.

The epitome of feminine charm can be found in a whiff of perfume and under the brim of a pretty hat. And now we can wear both with no extra budget needed for the hairdresser.



For Balmly

Breezes—  
A Slink of Fur

A fur (above) with the look of California . . . light in weight, light in tone . . . a slither of sheared muskrat, dyed oyster white. Notch-collared of that fur aristocrat, Tourmaline mink; belt dips low, is detachable. At Lockwood Furs, 711 Pine Ave.

## UTTERLY SPRING FEMININE . . .

HAIR FASHION  
OUR SPECIALTY

You'll enjoy the newest fashion trends . . . interpreted by skilled experts, trained in up-to-the-minute techniques. Sensible prices . . . for instance, a line Permanent by ZOTOS to give your hair body and control. To hold the hair style you want.

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COMPLETE WITH STYLE CUT & SET . . . \$12.50

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DuPont's new man-made material that lets your feet breathe. Shown, an indispensable spectator that stays clean all season long by merely wiping with a damp cloth. And as always, Air Step adds a puff of cushioning in the sole where it really counts. Slim stacked heel and smart perf detailing. White Corfam trimmed with Black, Tan or Blue Corfam.

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The new 'Fab' Hairdos—left, the 'Puddin' Basin'; at right, the 'Chelsea Doll'



## Showing Off

"Show Off" zippers appear throughout spring sportswear. They give a great sportive look to jump suits, skirts, jackets.

## Guard Against Skin Dryness

Winter is a big threat to women. In colder communities the harsh elements lead to tiny, dry lines and flakiness. In sunny climes, the excessive tanning leads to additional dryness and leathery of the skin. Protect your skin with element-fighting moisturizers and sunscreens.

## Handbag News

Ladylike handbags are somewhat smaller this spring, with rounded lines, jewelry-like closings and longer handles.

## THE BRITISH HAVE LANDED

# Call It 'Mod' or 'Mad'—It's the Fad



What's a "nippy" and nice, "gear" and great?

It's that "mod" London feeling, started by the Beatles and now sweeping the country! By the time the Beatles had picked up their jelly babies and gone 'ome, anything imported from London—from fashion to flicks, music to makeup, hairdos to dropped h's—was with it!

Yes, what's "mod" or "fab" in Piccadilly is "in" on Main Street with America's "switched-on" teens.

The London look in fashion belongs especially to the young, and some of the designers who create it are barely out of their teens. Their "larky" fashion edict: racy textured stockings, rounded-toe shoes and Edwardian primness blended with Victorian dash.

A London-style beauty wears "fringe" (bangs) with straight and shiny hair. Her eyes are round, her complexion natural and her lips a cupid's bow.

In the U.S.A. the London look for spring tunes in on black and white dots and plaids livened with bright color, on ruffles and sleeve interest; on blazing pale pastels with lowered round necks and short sleeves.

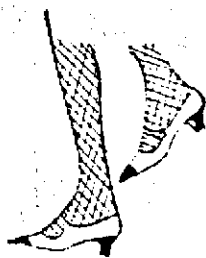
"Foggy gray" British-type flannels are lit with white and bright enough to stand out in any fog are dotted or plaid slickers in stinging colors.

"Soft and skinny" dresses switch on with London touches like crocheted sleeves, long blousy shirt sleeves with wide cuffs, accordion-pleated trimming, fake boleros and short butterfly or puffed sleeves.

Victorian primness looks "nippy" in British "greys" with white collars and cuffs—in fact, in white collars and cuffs on everything from brown lace to pale plaid.

White crochet, lace and eyelet touch British blue dresses with ladylike fragility. Truly, the British have landed! How far will the London mania go in the U.S.A.? Who knows! We read somewhere that some Beatleophiles on the East Coast have set their watches five hours ahead. . . .

They're on London time!



Upper left, Gotted Swiss and crochet 'ave British accent (Lady Manhattan) . . . above, white lace hose are in step with 'mod' look.

**Buffum's**  
LONG BEACH

## AIDS TO A YOUNG THROATLINE

Keep the aging look of a soft, flabby neck and throat away with Frances Denney's new modern treatment that firms a sleek throatline with three simple steps . . .

1. Smooth on Neck and Contour Astringent to tighten and tone the skin area **5.00 and 8.50**
2. Follow up with Neck and Contour Lift, a smooth textured cream that gives a powerful firming action while counteracting dryness. **5.00 and 8.50**
3. A two-way neck and chin strap should then be used if the condition is serious **5.00**. Prices plus 10% fed. tax.

Cosmetics



**SOMETHING FOR YOU**—a special set of New Life Conditioning Shampoo and New Life Hair Spray (both perfumed with Interlude) with your purchase of 3.50 or more of Frances Denney preparations.

**Buffum's**  
LONG BEACH

## THE WINNING SILKS . . . FIRST OF SUMMER SHOW

Pure silk prints with the clear brilliance of sunlight . . . skillfully cut into line

molded dress shapes with scroll details. All fully lined. \$ to 16.

Left: The silk in blue and green. **70.00** right: Carnival print silk linen. **86.00**

In our Designers' Circle

Millinery sketched: Sally Victor's free flowing brim in fine ballabunt straw. **79.95!**

From a collection of designer millinery by Mr. John, Emme, Chanda, Christian Dior and Leslie James. In our Fashion Millinery Salon



See the new fashions informally modeled during luncheon in our Terrace Room every Monday and Friday.

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#### Fashion Goes for Baroque

Pearls to swirl at milady's neckline, to rest on her earlobes, enhance her hands . . . all from C. C. Lewis Jewelry Co., 333 Pine Ave. Creamy cultured baroque pearls in matinee length set stage for mabe pearls set in gold earclips . . . also for three cultured pearls separated by four full-cut diamonds in gold ring.

#### FROM CHOKER TO ROPE

### Pearls Go to All Lengths for Spring

Unless you happen to have a pearl-bearing oyster stashed away as a pet, chances are your milky necklace is not the real thing. But cheer up. Hardly anyone's is.

Of course, lucky you with the real McCoy.

Year after year, pearls reign as queen of the jewel box because they are fashionably right on everything from sweaters to formals.

Choosing the right size, shape and length can, however, be a confusing task.

A famous manufacturer of fine simulated pearls suggests this guide to the language of pearls.

**THERE ARE** six lengths. The choker necklace hugs the neck. The standard falls

just below the collarbone. Princess length ends where the bustline begins. Matinee pearls drop anywhere from one to two inches below the bustline. Opera length comes to the hips and can be looped, knotted or given full play. Last, the pearl rope, longer than opera length, is particularly good for a tall woman.

If your neck is less than swanlike, don't wear a choker. The princess or matinee lengths are best for you.

If you're lucky enough to have a long neck, wear a choker or standard length. But if you wear a long necklace, loop it once or twice, starting at the throat.

#### DOWN WITH THE TABOOS

### A Jewel of an Idea, Madam

Designers broke the style barrier when they challenged such traditional taboos as "redheads can't wear pink; blue and green or black and brown must not be worn together."

And results of the breakthrough were dramatic and flattering to women.

Now all the old rules for choosing jewelry have been given the old heave-ho, too.

If you're a short girl who has always yearned to wear long earrings, go ahead. It's no longer considered a fashion faux pas. If your neck is wide and you have always envied the gals who were more the neckline type, you can be one of them now.

Today's good design makes it possible for everyone to wear the kind of jewelry she likes if she selects each piece within the limits of good taste.

**YOUR JEWELRY** should be chosen not only for decorative reasons, but also as a tool to play down your less-than-perfect features and spotlight your best qualities.

A quick look through the fashion news will show you that the long earring is a popular fashion right now. And you can wear a long earring no matter how tiny you are if you choose one to fit your height, figure and face shape.

A delicate design is best for the small woman. Its length should dip to the angle of the jawbone. If you are short and heavy, a thin, vertical design is best. The tall woman can wear any length but should choose the shape that does most for her facial contours.

A **NECKLINE** also can be used in a "cosmetic" way.

Lengthen the appearance of a short neck with a long string of beads.

If you are petite, avoid heavy clusters. A matinee-length necklace will add height.

The woman of average size has the most latitude. She can "steal" designs from both the short and tall styles and adapt them to suit her own needs.

**YOU DON'T** need special accessories for each costume, say the experts. Necklaces are available with removable rows which may be added or removed to suit the ensemble and occasion. Earrings are designed so they can be added to, paired, lengthened or shortened.

The removal of the old-fashioned taboos makes the wearer's role a creative one. Experiment with various combinations.

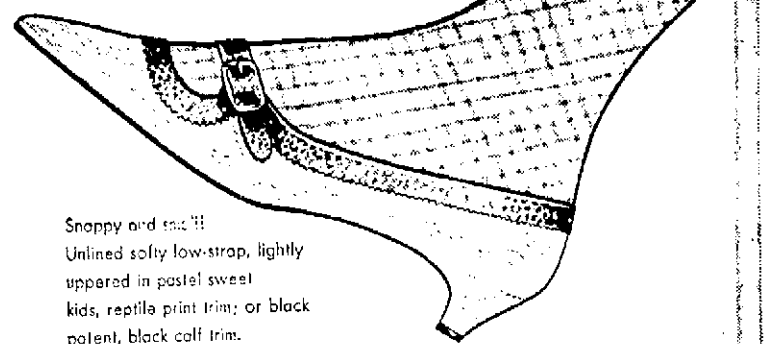
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Smart Gadabout

Trim and tailored defines this globe-trotter (above) . . . three-piece wool knit designed for going places. Wrinkle-free, it retains shape (a manufacturer's secret) and tucks weightlessly in a traveling bag. The relaxed jacket is bound to match knit shell for that popular all-in-one look. By Aled, at Georgia Williams Shoppe, 2023 Pacific Ave.

## The Fashion Purls

# Knits Conquer Space and Time

Almost any fashion silhouette is fit to be knit this can find it in knit—the purl of the fashion world. . . . There's the widening skirt . . . the skinny hip-length jacket . . . the panel skirt . . . the dropped waistline . . .

the long tunic . . . and curved seaming. . . . You can have your two-piece (or have it one-piece) knit with pleats or pyramid seams . . . in checks or with Courreges influence . . . in apricot, celadon green, off-

beat pink or any other color your wardrobe wants to match mates with.

THE SHAPE and effect of knits for spring are full of new movement and vitality-plus. They circulate from office to luncheon to dinner with unruffled aplomb . . . giving perfect performance in everything from packability and staying power to dress-up glamor and sex appeal.

Ruffled blouses with tiny cap sleeves slip over slim skirts, the middy teams successfully with matching slacks, tiny rows of fringe feminize an otherwise tailored duo and a silky sheath slips down to its hem unhampered except perhaps for the deep plunge of a neckline.

It's the season to be a hit in knits!



### Ready, Set and Going

The long stretch of a 7/8s jacket (left) . . . here flight-weight and sleek of line. After the takeoff, matching easy-fit shell and skirt—Italian knit, of course—solo in style. By Gino Paoli, at The Harris-Aire, 4260 Atlantic Ave.



### The Ultimate in High Fashion

For a glamour build-up—elegant fur. Soft, natural orchid pastel mink rises to new heights in luxury. Jacket, 23-inch length, has sheared double fur collar and border. Available in all natural mink colors. At Harris Furs, 4260 Atlantic Ave.

## THE MIX-AND-MATCH GAME

### Spring Goes Its Separate Way

Separates, the get-togethers of fashion, are here for spring and resort wear in the youngest mood ever.

You can jet into spring in ye-ye knits, Victorian-Mod prints, misty pastels and pert denims.

Ye-ye knits are crocheted-trimmed in contrast colors and have rib-knit sweater-edge hems for a handknit look. Little slip tops pair off with matching slim skirts and crocheted-rimmed shifts sport pompon tie belts.

JUMPERS in denim, poplin and whipcord can be

worn alone or with contrasting blouses.

Arnel slim or pleated solid skirts are topped with print shells and vie for fashion honors with romantic prints in the new Mod look—paisley or wallpaper patterns on a creamy ground.

For resort and country there are whipcord pants, culottes and jackets and a wide selection of knit tops with or without sleeves to be teamed with gabardine pants that go to all lengths.

YOU CAN have the time of your life mixing up bold

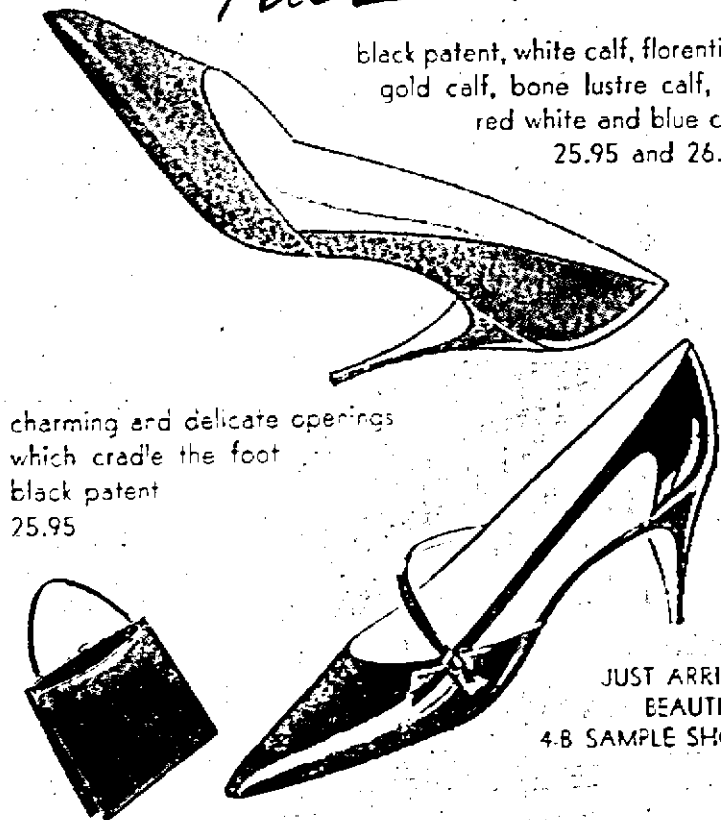
checks and solids in nubby pebble cloth or boucle. There are blazers and cardigans, flirty, pleated skirts and crepe blouses to add a soft touch.

Colors are garden fresh. You will find the sea and sky look of blue and green and springs bold navy, Kelly and white to add light-hearted charm to your wardrobe.

Mix and match until you've stretched your spring wardrobe right into summer. Separates are smart looking budget savers, too, and should not be overlooked.

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SHOES AND ACCESSORIES

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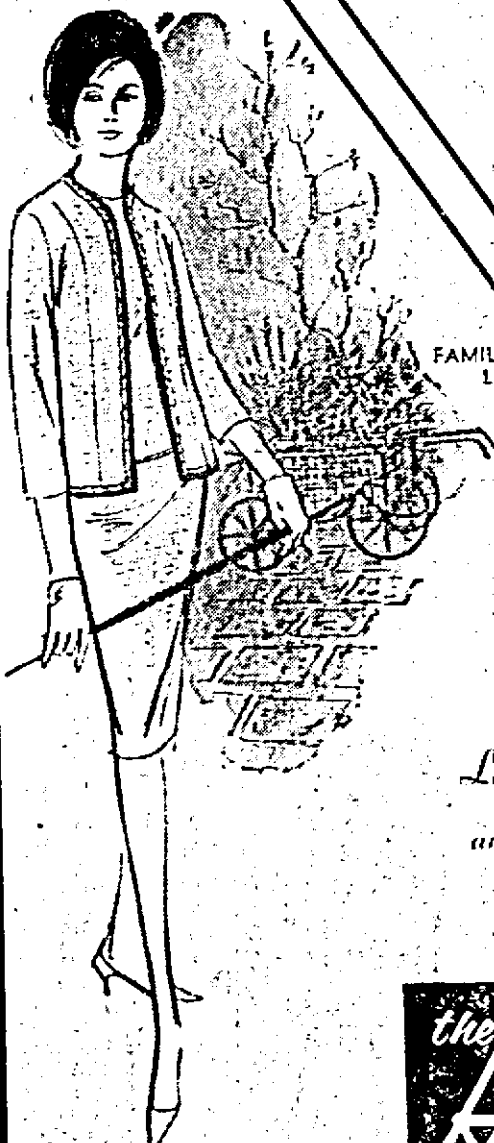
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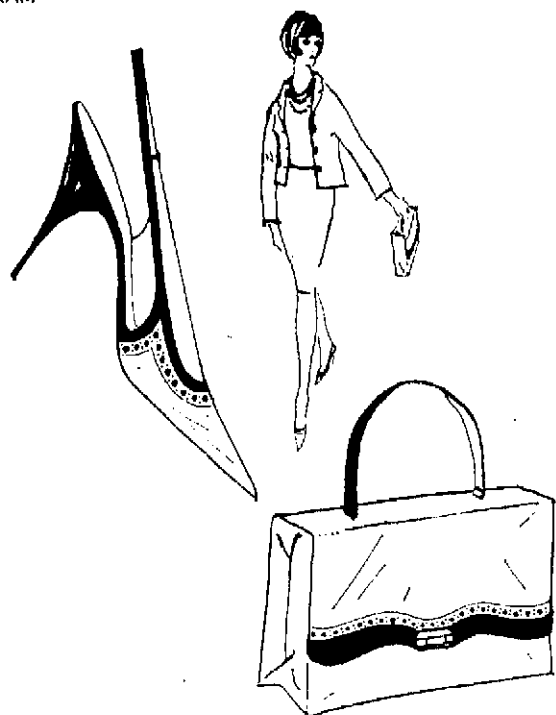


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## City on the Move

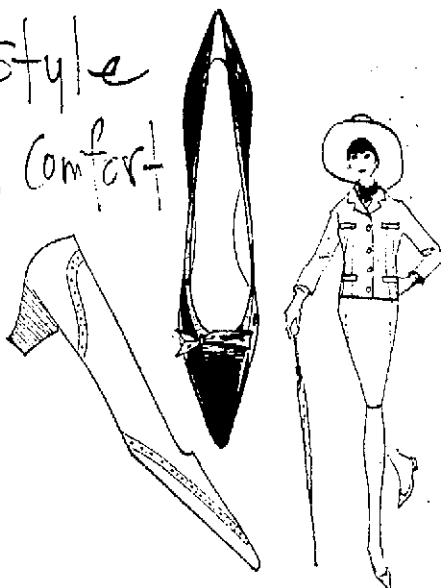
# The Great Light-Way in Spring Shoes



### A Touch of Sling Fever

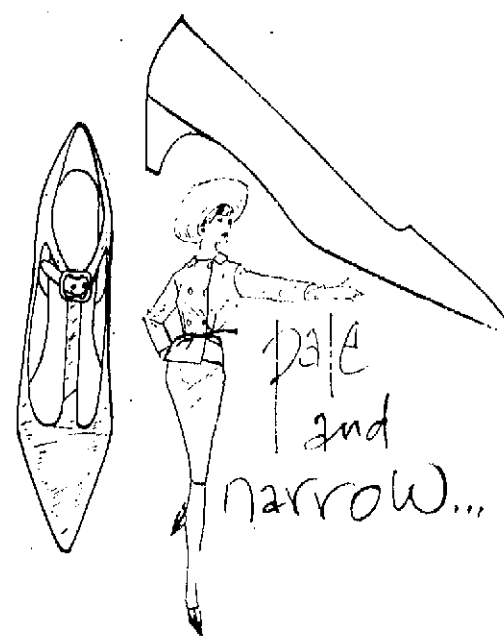
Sleekly tailored spectator keeps you in step with today... especially when styled with nude heel, low-cut lines. Colors: sugarcane calf with black patent trim; green corks with green calf trim. Matching handbag adds zing to the sling. By Palizzio; at Guild House, 4218 Atlantic Ave., in Bixby Knolls.

## Style and Comfort



### New Pumps About Town

Powder puff cushion softens every step of tailored spectator, its heel stacked midway; always in step—urban or suburban. The town shoe, with broader, more walkable mid-heel, features knit-fit lining. By Naturalizer; at Naturalizer Shoes, 434 Pine Ave.



### The Light Fantastics

Classic T-strap stages a comeback, suits 1965 to a "T"... here in bone, white kid or black patent. Also starring in the footlights, the always-popular closed pump, lighter this year in soft kidskin, set on a "midge" heel. Comes in 10 fashion colors. At Joseph's Salon Shoes, 209 Pine Ave.

## HERE'S HOW TO 'FOOT' THE BILL

# Shoe Wardrobe Sets Go-Like-'65 Pace

Too many women are fashionable from the knees up because they have not learned how to get the most out of a limited shoe budget, say the fashion experts.

As one put it: "The days when a woman could consider herself well shod with one pair of black and one

pair of brown shoes are gone.

"The multiple activities of the modern woman require at least five pairs per season. If she has an unusually varied social and business life, she requires at least three more pairs. "This, naturally, imposes

extra responsibility for careful reckoning of the shoe budget."

ONE MANAGER of a national shoe chain (500 stores) says he has become acutely aware that the American woman swings the full range — "from penny-wise to pound foolish, when buying shoes."

"If she spends too much on one pair of shoes," says he, "she tends to 'save' them for special occasions. Before she realizes it, the basic rule of fashion—change—has caught up with her, and the shoes are out of style.

"But having been extravagant, from a sense of budget-blues or guilt, continues to wear the shoes, which are still in fine condition.

"What she does not accept is that the out-of-date shoes, worn with high-style dresses, spoils the entire ensemble."

EXAMPLE: the double-needle toe pumps of a few seasons ago can scarcely compare with the new rounded toe which, in the trade, is judged to be "round as a dime, a nickel, quarter or half dollar."

This season, the heel story is brand new, too...

though heels are still measured in eighths of inches.

In previous seasons, over 50% of women's shoes had heels measuring 21-eighths inches in height. Today, a 16-eighths inch heel is considered high.

The stacked heel, which continues to gain in popularity, has gone from 14-

eighths to as low as 9-eighths inches, and is much slimmer in style.

Footnote: the trend is still to lower heels!

WHAT ADVICE do the shoe experts offer women on a limited budget? The following list should keep her well shod, and her husband appreciative of her economy:

- Two pairs of classic pumps... one pair of black calf or black patent and one pair of season pumps (brown, navy, bone, pastel or white).

- One pair of dressy shoes. Black peau de soie pumps enhance almost any dressy frock. For formal wear, the best buy is a dyed-to-match pump.

- One or more pair of seasonal sport shoes (hand-sewn loafers, suede possums, Italian sandals, the conventional sneaker or seasonal flat.

- Boots, say the shoe designers, are the biggest news in women's shoes for '65. Fashion has adjusted the hemline to suit boots. The well-booted woman this year (at least in the cool climes) will have at least two pairs of different heights, and a tote bag for her regular pumps.

## He'll Kiss Your Hand, Madam!

Hand-kissing may be on its way in, once again.

At least, a new product (as morale-boosting as a florist's box with unsigned card) will undoubtedly lead to lots of proffering of lady-like finger tips.

THE PRODUCT? Perfumed nail polish. Called "Nail ac'Scents," the perfumed polish by Cutex comes in a choice of eight fashion-keyed spring colors, each scented with a different costly perfume.

The fragrance is released only when the polish is fully dry on the nails.

(Also: A disposable collar of scent around the bottle gives a hint of the essence within.)



### On With the Soft-Shoe

For a trek-around-town or for globe-trotting—the new crescent shaping toes the mark in glove-soft textured leather that walks on a cloud. The elasticized whip-stitched top and perforated toe add detail nicety... and, of course, the popular stack-heel is only demi-high. Colors: beige, blue and light green. By DeLiso Debs' at Wetherby Kayser, 5037 Hazelbrook, Lakewood Center.

## COME PREVIEW THE BIG, NEW FASHION IDEAS:



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# Long and Short of the 1965 Suit Story



The Breezy, Kneesy Skirt

Spring's "all-around" pleated skirt... here in a three-piece ensemble designed to "suit" any fancy. Teamed with coordinate plaid jacket, it breezes from office to luncheon to globe-trotting. A cap-sleeve shell featuring bow trim at neckline makes three-some. Colors: green and white. By Handmacher Weatherlane at Walkers, 4th Street and Pine Avenue.

There's lots of action in the suit story for spring. To sum up the long and the short of it: most jackets are longer, most skirts are shorter.

Some suit jackets have been dropped long enough to look like tunics, but most of the longer ones end at either wrist or fingertip length.

But don't give up if you are set on a short-jacketed tunic, for jackets which end at the waistline or a couple inches below still are plentiful.

And the Chanel cardigan version seems destined to be, like Chanel, around for quite a spell.

**OTHER ONCOMINGS:** the smaller jacket, laid close to the body, neat little lapels, narrow sleeves set in high.

Sleeves join hemlines in the shortening trend. You'll find most suit sleeves chopped off just below the elbow. Several designers, however, show the above-elbow length.

Also, the jacket has a hint of a fit, many marching

double-breasted into spring. Some suit jackets come tied with wide leather sashes, others are held together with a tape of beige calfskin.

Also gathering momentum: yoked-top suit jackets with tiny gathers where shoulder and back join.

**ABOUT THE MOTION:** it's at the hemline! Most skirts have apron-like front panels, gores, dirndl gathers that fall from hip yokes.

Some that seem perfectly serene, suddenly burst into a flurry of pleats... others are so charmingly in motion that the simple act of crossing a room becomes a pleasure to watch.

The skinny suit skirt is around, too, but is usually eased at the waistline with the slightest of dirndl gathering.

In fact, suits are on the go... and anything goes that suits your silhouette.



Diamonds Cash In on Checks

Diamonds are a girl's best friend. And, how warm and friendly in a black and white diamond-check wool costume (right). Jacket goes long and curvy, is lined in electric pink to match blouse. By Werle of Beverly Hills. At Parisienne, 539 E. Ocean Blvd.

## WHAT'S WHAT WITH WHAT Smart Buy: 'Two-fer' Accessories

Weep no more, milady, about being a beast of burden when you go shopping or to the office. It's the fashion industry to the rescue with double-duty accessories, many worn rifle style, slung over the

shoulder. This frees the hands to carry other things—from lunch bucket to a precious vase for a white elephant sale.

One designer makes an umbrella worn like a rifle. It's called a belt-brella and first was designed in Paris by Ruben Torres.

Purses slung over the other shoulder or carried—sorry, no wheels on purses yet—are kangaroos or siamese twins. They come attached together... or a big bag may have one with a little one snapped to the outside or tucked into an envelope.

One "two-fer" purse mocks a tote bag and has two handles. On the side are two dog leash hooks to make an attached clutch.

Most accessories for spring have a tricky side to them. Samples:

—A wide ring with many hinges. In a pinch, you take it off, stretch it out and have a bracelet.

—A lace lined umbrella with its own matching lace stockings.

—Jewel-encrusted lids on watches, making them look like bracelets.

—A head scarf with a frame of crinoline to give it hat shape.


—Tri-colored manes by Choiffures Americana. Wear it as a pony tail or braid it down the back. The mane of blonde, brown and black hair can be separated for different effects.

—Pearl necklaces and bracelets that can be attached to make a longer necklace.

—Current fashions in earrings include the small drops, long swinging jewelled drops, circles, hoops and domed buttons.

## Choose Rainbow Chapeau

If you choose black and white or beige and white tweed for a spring costume this year, pick up the colors with a dash of brightness in your hat.



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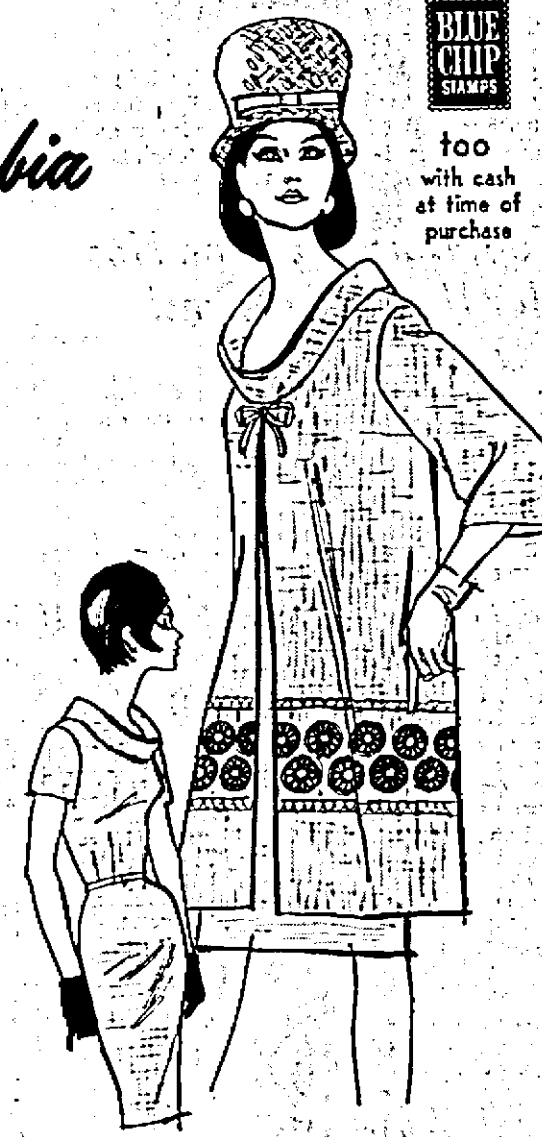
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## Parisienne

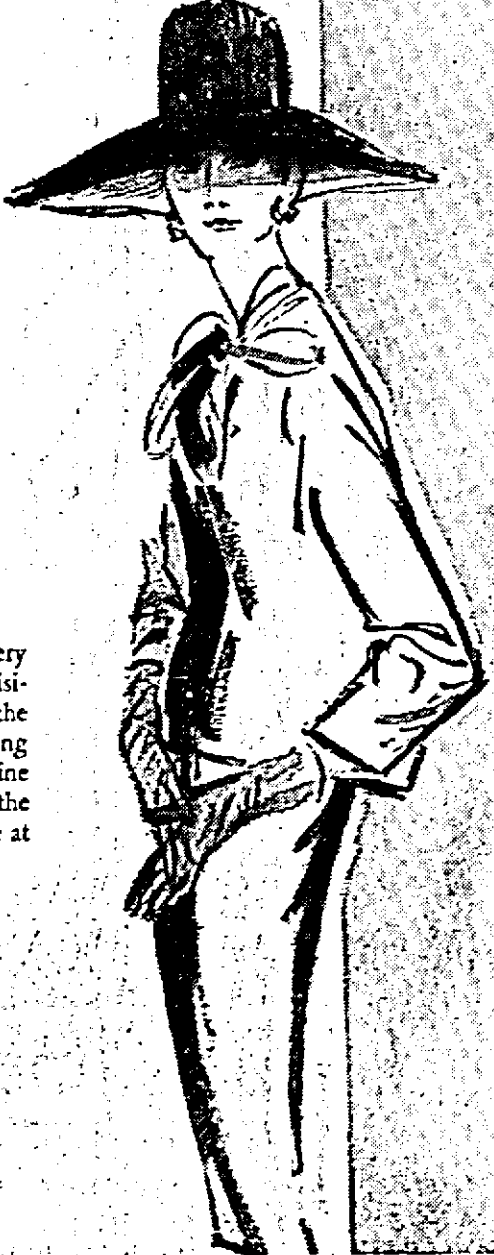
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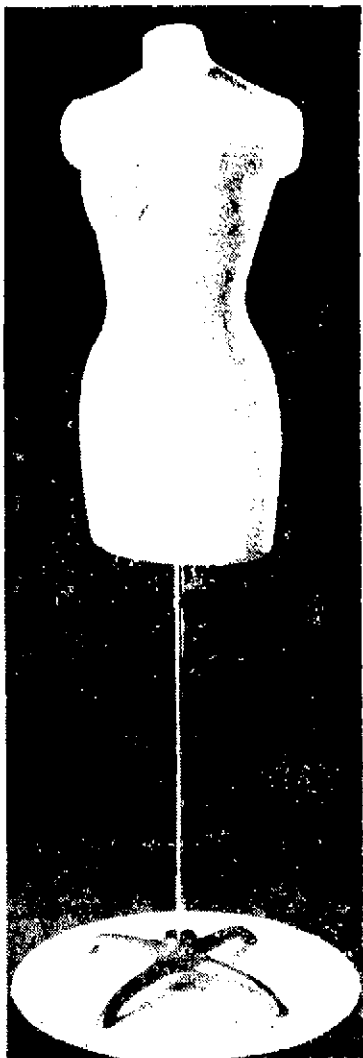
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### THE SUN AND SAND STORY

## More Girl, Less Swimsuit Spark 1965 Seaside Sizzle

Precious little stands between a girl in a swimsuit and her public.

But in no past season have designers handled that little with so much imagination. The sky is the limit as long as it's sunny for the 1965 resort season at the beach.

First there are the suits to be "seen" in. These have passed their swimming tests, but there's no doubt they will more frequently dot the sand.

One has a peek-a-boo black lace top, strategically jeweled, and sleek jersey pants. Then there is a group

of black lace discos, frankly inspired by the discotheque dress. These suits can be bikinis or one-pieces joined by a midriff of transparent black Lycra lace.

OPPOSITE to the great expose is proof positive that the sexy swimsuit doesn't have to be bare. One such suit is a one-piece body-shaping number in glowing platinum jersey — for the girl who has everything.

Then there is the suit that doesn't hesitate to take the plunge. In weightless quilted nylon, it's cut bare and spare with a back that sim-

ply isn't there and a front that can make up its mind about how far to go by the flick of a zipper.

Another with all the same attributes is in matte jersey and a white bow under the chin has been added for a disconcerting note of demureness.

THE SOFT, refined fashion message for spring and summer has been translated for the beach in one-piece, screen-printed jersey suits with matching beach shifts. Color combinations are as bright as jewels—green with pink, blue opal with gold and orange with water blues.

This year, too, the two-piece suit and the bikini are

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having their season in the sun. But when you buy, remember that these demand a nearly perfect figure.

You can swim covered up or barely there this season. The choice is yours. If you bear in mind that a swimsuit should flatter your figure, you will have no trouble finding the one to do the job for you.

### Know Better!

The smart shopper with a limited budget will familiarize herself with the clothes in the higher priced stores. When she is familiar with the look of quality, she will do better in what she buys even in lower-priced apparel.

### Calm Flutters

Fidgeting soon tells others you do not feel at ease. Many actresses master the art of looking calm and poised when they aren't. The first rule: keep hands still. Don't pull or twist at a lock of hair, ring or watch or fuss with your face.



The mid-heel pump springs forth with the lash of a cobra collar. The newness of the A-line shape slides along beautifully in a fantasy of colors that all wipe clean. Green, pink, yellow, light blue. \$15 Matching handbag \$13\*



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## Hair Springs Alive... in '65



### An Air of Permanence

Silhouette features little head look with gentle rise at the crown; soft curls give light and airy touch to easy-swing coiffure. Make it permanent at Staber's for Beauty, Eighth Street and Locust Avenue.

## Yep, Dame Fashion Has Her Ups and Downs!

Spring has its ups and downs. Women with legs capable of standing the exposure, for example, can treat themselves to sporty frocks with hemlines hiked enough to bare the knees. Other hemlines cover unsightly knees. The length of the long evening gown has been hiked, too—pulled up to mid-calf length. But the long gown stays, too.

**NECKLINES ALSO** go up and down. The down ones plunge via deeply cut V's or U's. Others go up to turtle neck height. The ups and downs of waistlines range from empire to dropped. And what goes in circles around new dresses? Mostly ruffles, that's what... also lace that rims hems, sleeves and necklines.

### Sailors Back

Top among spring mill- ed shallow crowns and a nery designs are large- new silhouette inspired by brimmed sailors with round- a nun's coif.



### Coif on the Upswing

The pert, feminine coiffure is on the upswing... but if it's to make a lasting impression, a permanent wave is the answer. At Crowning Glory Beauty Salon, 251 E. 5th St., a skilled staff of specialists feature permanent waves to fit every budget and every hairstyle.



### Hairstyle Wins Top Honors

Curls and waves, as soft as a spring breeze, were tossed into this winning hairstyle by Pat Cooper at recent Long Beach Hairdressers Guild Show. The grand trophy and a cash award were presented for the feminine coiffure, which captures the lightness of the season. For the guild shop nearest you, contact Long Beach Hairdressers Guild (official styling body for the International Beauty Pageant), 5335 Olive Ave. The model: Jo Kirkwood.

## LOTS OF RUFFLE AND LOTS OF FLUFF

## Hair Goes Short, and Well-Behaved

Hairdos are swinging into action this spring, according to top-notch artists of the swirl-and-curl set.

The new styles are ruffled and fluffed, looped and smoothed, polished and sleeked. Hair will be soft and lightly waved... there will be emphasis on the natural look, both in styling and hair color.

Most of all, hair will be beautifully behaved.

The forecast for hair fashions is fair and warmer—no harsh head lines, no back-combing and bird-nesting, no rigid cold looks, no icy shades.

as waves move in where the bubbles have burst.

This spring, shape's the thing. The cut—called the "breeze cut" by some stylists—becomes an essential part of the elegant head.

Some short, sleek hairstyles are carved and sculptured, curved at sides and back with ends just folded under. Other short dos feature swirls, wispy fringe bangs and soft curls over the ears.

A CLUSTER of petalled curls may crown an otherwise all straight-looking cap coif. With the young set, pop art hairstyles, ideally suited for the chelsea look in fashions, features straight sleek hair with fringes of bangs. The hair is artfully cut to allow hair to swing and return to the original do in perfect placement.

**COIFS WILL GO** shorter and airier, given a lift to the fact, the costume and the spirits. Queenly necks will be on view, as the nape is uncovered and shaped up.

In keeping with the close-to-the-body look in clothes, heads will be cut to perfection, will look smaller, tidier and yet more active.

But there's more to the natural look than washing your tresses and letting them fall where they may. Cut is vital, the right kind of per-

manent is basic.

Probably the most demanding facet of the natural look: health of the hair itself. It should—must—glow with vitality.

**BANGS, BIG** in the new hairdos, frequently cover the brows.

Full, bumper bangs hang straight; bangs on the bias sweep low across the brows. Popular with the young set are "odd bangs," meaning bangs cut unevenly and arranged with the fingertips for an "at random" look. They crowd the eyes, thus focusing attention on the face, making them larger looking and beautiful.

Word of advice: no matter which new hairstyle you decide is most becoming

you'll need a body permanent to achieve the newest fashion look, whether smooth or curly.

## Great for Little Girls!

Diminutive misses won't want to miss the latest in for the grammar school set—a camisole-type pullover called "the demisole."

We guarantee mamas soon will be hearing the familiar refrain... "but, just everyone has one."

Young mademoiselles will like the rib-cage cover and matching panty. Shown in boucle-knit cotton trimmed with braid, it's just a little undercover story, but a very bright one.

## Tooth-Brushing Lures

Encourage children to brush their teeth by giving them their individual tubes of toothpaste. Electric toothbrushes also seem to work more efficiently than a parent's order.



"If it's fashion,  
Gene's has it"



"My Fair Lady's"  
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## Fashion Focus on Spring 1965



that  
Schick  
look

Exquisite seaming detail in a two-button suit of Italian silk. Slash pocketed skirt. The short jacket is demi-fit in front and straight in back. Shell cluster buttons give the final luxury touch. Camel, Spring green, navy, black.

Has by Mr. John

Schick's  
701 PINE AVENUE

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in the  
rear and  
shop  
validation

## Lots of Belts Around Girls

...fashion still holding up

One day while eating cantaloupe with antelope, the emperor Petronius remarked to a slave, "Whatever happened to those nice belts you girls were wearing with your togas?" And so belts regained significance that year and have been around for a couple thousands years since.

They're still around this season, sometimes slung low to accent the long torso look. But, most often, they're worn where nature intended, nipping in trim waistlines, making girl-watcher's look longer.



## The Undercover Story!

Lightweight but strong on figure control... longline pantie garment is spring's secret style weapon. Of Lycra spandex power-net, it molds and curves without your knowing it; is inconspicuous under slimmest outerwear. Featured: nylon lace whirlpool cups of quilted Dacron Polyester Fiberfill, Lycra stretch straps. At Barclay Corset Shop, 114 E. Third St.

## LADY MANHATTAN'S Vacation Bound Seersucker 23.00

Smart seersucker Twosome® in a blend of 79% Dacron Polyester/ 21% Cotton that dries dry in minutes —shuns ironing chores. Travels through a busy work day or across continents with equal ease! Blue, Green 10-18

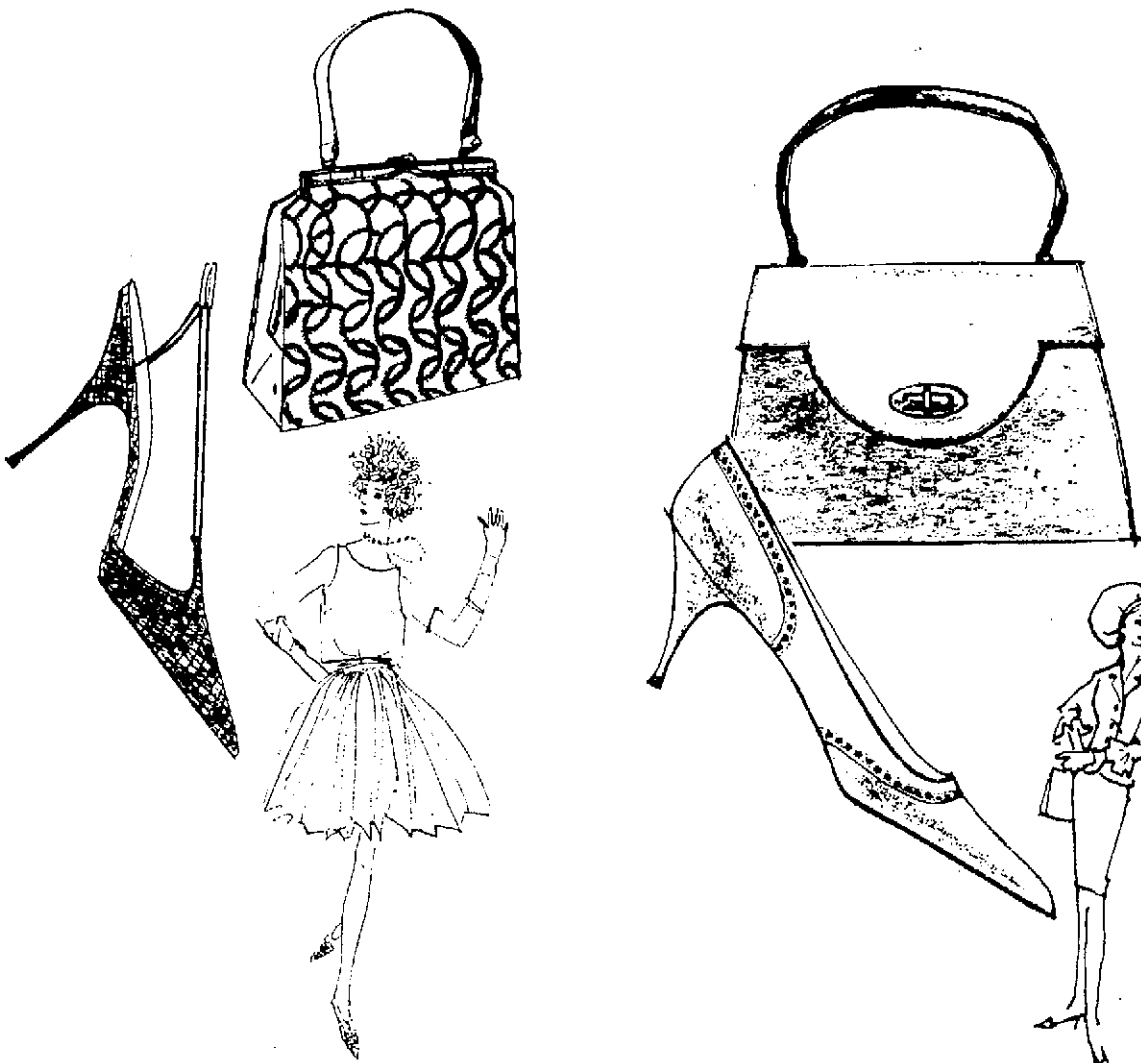
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**The no-shoe shoe—almost!**

More fling than sling—a next-to-nothing slip of a shoe with flattery unlimited. Particularly bright and spring-y in serpent green, coral reef, alabaster kid and Shannon green. Available in silken fabric or soft kid skin with coordinated handbag. By Mademoiselle. At Jacobs Fashion Shoes, 5016 E. Second St.

**Go Pleasingly Pump**

Spectacular—an active spectator that wins in a walk. Color it fresh avocado green or corkett with caviar calf trim for high-stepping style. Mademoiselle, with matching handbags. At Innes Shoes, 5030 Pepperwood, Lakewood Center.

# An About-Face for Spring

Faces are in for an about-face.

Beauty and fashion have turned away from last season's aggressive, geometric, hard lines to a soft, gentle curve.

The discotheque, all-eyes look (great for dark smoke-filled rooms) is disappearing. And, why not? Doesn't it stand to reason that the ladies would hanker for a bit of sunlight once more?

Now, the object in making-up is to look unmade up—but elegantly so.

**INSPIRATION** for the new look is the elongated face shape of a Modigliani beauty—neo-classic in style.

The new beauty gives women an aristocratic bearing to accent the elegant spine of fashion. There are no gimmicks — instead, it's completely wearable and restores the hauteur to the elegant sophisticate.

It's off with the startling, aggressive and dramatic and on with the ultimate in femininity.

**AND, HOW'S it done?**

Work to achieve a melting softness. Draw eye-liner subtle and narrow (close to the lash roots) and not a hair beyond the corner of the eye.

Apply lipstick with a brush, using a soft vibrant color. Blend light foundation under the eyes to conceal shadows, give eyes extra shine and sparkle.

Do try for a full fringe of eyelashes. To make the most of your real ones, try this powder trick: First, dust your lashes with face powder, then apply mascara with a nearly dry brush, using successive light coats.

**EYESHADOW** color will be introduced in new creamier formulas this season.

For added color kick and more flirtatious winks, spangle the eyelids with green — painted along the roots of the lashes or, new this season, in a crescent curve at the middle of the lid.

## linen-like buclear

Paula Dean Original

**32.95**

**SIZES**  
12½ to 22½

Fashion applauds the intricate floral lace curwork on this star of fine design. Lovely linen-like Buclear is the simple stage background. The slimming front side gores skin is the grand finale. Fashion takes a bow in surl, pink, blue, or rose.

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## SOME TOES CURVY, SOME HEELS STACKED

# Shoes Cutting Out for Go-Go Season

The round toe's gaining a foothold on the shoe front for spring.

The trend to shoes with rounded instead of sharply pointed toes follows what is known in the trade as "rule of toe."

The rule: as the heel comes down, the toe widens. Some flats, for example, have a "duck-bill" shape, giving casual shoes a silhouette that resembles a barge.

**THE SLING'S** the thing for backs of these shoes.

It adds up to sling fever, say the shoe manufacturers.

The new shoe shapes, shown during 10 days of fashion for the nation's fashion.

The new shoe shapes also feature the naked truth shoe — sandals. "Ladies will be sandalized this spring," say the designers.

The sandals range from delicate strappings of smooth leather in warm, sunny shades, to wide swaths of suede in neutral tones.

Sandals for daytime feature brightly-colored bands of patent leather on a broad mid-heel. For evening, the

sandals include those of leathers explicitly embossed as reptiles or pale pretty lustre and smooth leathers.

**ALSO, WATCH** for mules! The open-backed shoe.

suggested for evening wear, shows off a variety of decorative touches such as in-step bows, self-leather button trim, peaked sides and high-cut tongues.

Heel heights hold mostly

to the middle for both daytime and evening. Variations include chunky, set-back and block heels for casual wear; slim straight, curved or underslung heels for dress.



**SHORTENED SKIRTS** mean leggy season ahead. Those with less than perfect legs can resort to camouflage. Keep seams straight (left); select right size heel in shoes and stand properly (bottom center); avoid too short skirt that draws attention to badly shaped calves and ankles (top center), and wear dark stockings (right) to make plump legs appear thinner.

—ANOTHER—  
Miss Forewyn  
—CREATION—



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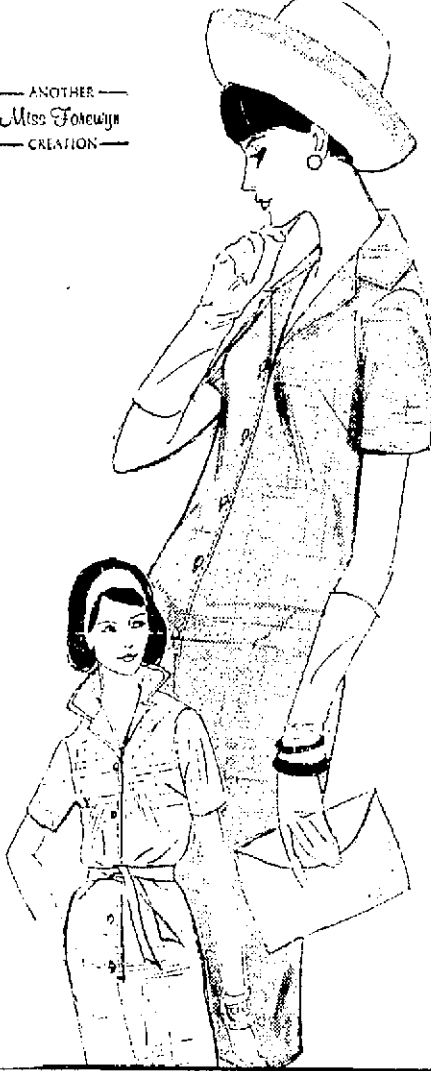
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# It's a Mad, Mad, Madras World!

It's a mad, mad madras A-line skimmer for fashion-conscious sports-women. The topper that scores: a sun hat of denim. Choose your own mad plaid too! Skimmer by Boe Jests, hat by Talbot of Carmel. Available in solid sun colors, madras or stripes; at Kenady's, 5368 E. 2nd St.



**Care-Free and Go-able**  
Two-piece ensemble blossoms in print and permanent pleating of washable easy-care Celanese Arnel fabric. Colors: light and dark turquoise, olive and mint green, pink and lemon yellow combinations with white. At F. W. Woolworth Co., 345 Pine Ave.

## LOOK WHAT'S SHOWING

### Hemlines Going Up; Knees Going All-Out

Ready or not, skirts are on the rise again. This must be discouraging news to women who realize their legs are as offbeat as a Bob Dylan record. Facing the facts of fashion and physique, the only solution is to make the most of a situation. Or better yet, correct or disguise knobby knees, bowlegs, thin or thick ankles.

Good grooming is the first step in covering up imperfect legs. Many neglect their legs and feet and the result often is flaky, scaly skin. Keep legs free from hair and smooth on a softening lotion after bathing. Apply this with a massaging motion from toes to knees with the palms of both hands. You will find this soothes aching muscles, also stimulates circulation.

SHORTER skirts and the approach of summer call for special knee care. Rough, discolored knees look awkward. If necessary, use a pumice until the skin is soft and smooth.

Apply a coating of baby cream or moisturizing lotion after each bath and exercise by walking up and down stairs or doing deep knee bends.

You will find this aids the over-all appearance of your legs as well as your knees. Here are some tricks you can do with stockings to camouflage less than perfect legs and ankles:

- To make large ankles look smaller—wear dull-finish seamed stockings and keep the seams straight. Wear dark shades and avoid bright or light-colored shoes, especially those with ankle straps. These always call attention to feet and legs, as do jeweled or intricately designed shoes. Put the bright touches at the top of your costume.
- To make plump legs appear thinner—wear longer skirts, even to the middle or at least slightly above the top of the calf. Follow suggestions for large ankles.
- To make thin legs look plumper—select light shades for stockings and skirts that are moderate in width at the hemline. An extremely full or bouffant skirt may make your legs look like the proverbial pipe cleaners. Extremely narrow skirts also accentuate thin legs.



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## THIS SPRING, HIPS ARE HEP

### It's the Year of the Superior Posterior

Fashion has a new figure focus. The view from the rear, it seems, is taking the foreground in fashion.

What's caused high-style to take a backward glance? Pants that's what—the stretch-type. They've caused a new derriere-directed look that calls for girdles that give firm, rounded shape to the average, or slightly less than average, figure. As for the flat, boyish figure—well, let's have none of that. Fully padded girdles are the remedy.

It's definitely, anyway you look at it, the year of the superior posterior.

ALSO rating notice: the briefs, the summer skimmers. Crisp and cool in style, these shorty pants feature careful construction, finer fabrics.

The design: tab, lap-over front, criss-crossing of fabric for better fit, more stomach control. The fabric: spandex powernet with elastic mesh inserts.

Other news in silhouette shapers: Panel reinforcement without seams via fabric fusing; regular leg lengths, allied with rising hemlines; decorative stretch lace cuffs on long-legged pantie girdles; skin-toned all-stretch pull-ons and front-zipping corselets.

AS TO COLOR—there's plenty of it. You'll see tropical prints in pastel against white; skin tones; pretty pale hues—pink, lemon, blue and exquisite detailing: ruffled straps, garter-concealing rosettes of lace.

But with all the additions—posterior padding, ruffles and bows—milady's underpinnings won't add up to much—weight-wise.

COMPARISON proves this undercover story. In Shakespeare's day when iron corsets were in fashion, the ladies bowed to a total of some 55 pounds of clothing.

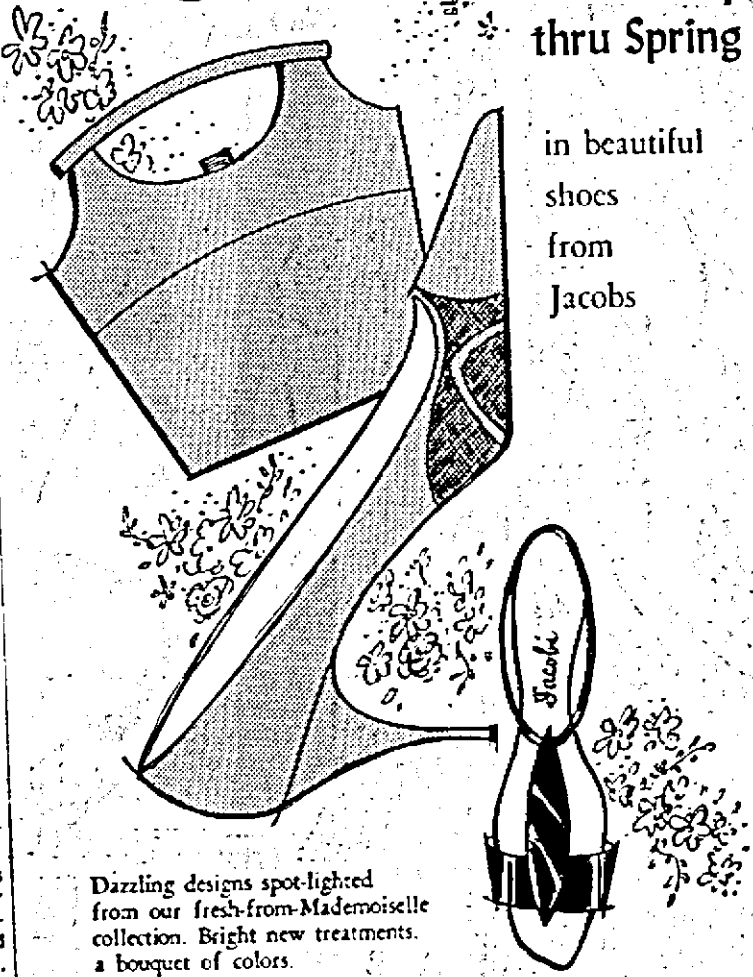
In lush, plush Victorian days, women dressed to the tune of 37 or so pounds of fashion.

Even when flappers cast off corsets and donned bosom flatteners, style was still in the light-heavy-weight division.

But, today padded pants or no, high-style is light weight—a mere couple of pounds, including shoes and purse.

All told, and there's nothing much to them, today's lightweight girdles and panties are a far cry from yesteryears' iron maiden-formers.

In those "good old days"—newspaper ads proclaimed proudly—"Corsets guaranteed not to rust!" Today when we speak of rust, it's possibly a new fashion color for 1965's underwear featherweights.



Dazzling designs spot-lighted from our fresh-from-Mademoiselle collection. Bright new treatments, a bouquet of colors.

## Ways To Tie Into Spring

Smashing new scarves are shaped for spring in many new fashion sizes.

There are true triangles... skinny scarves (narrow tubular oblongs)... diamond-shaped and scalloped scarves to wear as cape, sash, full-in or head cover.

There's a new chiffon version of the jabot, a striking tri-color "fashion trapezoid" of silk shantung... also, double-bordered 24-inch silk chiffon squares... and butterfly scarves of twin squares for a dozen new fashion ties.

Calf Bag, 25.00 Sheer Genius Pump 22.00 Eve's Leaves Sandal, 22.00  
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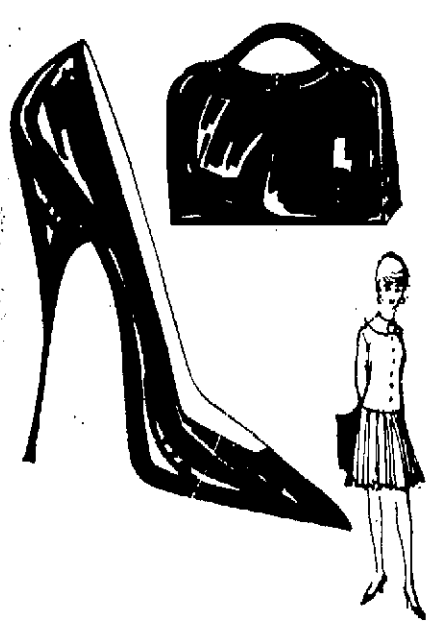
Sizes 10-18.

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5012 east 2nd street... BELMONT SHORE



# Heels Click —High or Low



## Tall in Fashion

For chic city slickers—a skyscraper of a shoe that rides high-style on a four-inch exclamation point of a heel. In bone or white calf, power blue or pink lustre calf, or shiny black patent. At Mandel's Fine Footwear, Third Street and Pine Ave.

## Knees Going All-Out; Groom 'Em for Debut

It's knees for Spring! Hemlines are still going up and the prediction is that by spring, even the most conservative gals' knees will be well exposed. Rough discolored knees look heavy and awkward — definitely not the desired look — so now is the time to get them in shape for the new fashions.

**SOFTEN AND protect** your knees with a constant coating of baby cream that will rub in and will not stain your stockings.

As an overnight treatment to lighten skin and remove discoloration while it softens use a mixture of lemon juice and baby oil. First, scrub knees with the mixture, then apply some for overnight action.

Add some exercise—such as walking up and down steps and bending, bending, bending. With this regular treatment, your knees can go all out in fashion this spring.

## "DOUBLE PLUNGE" BY LADY MARLENE



The ultimate in "Deep Plunge" BACKLESS ONE-PIECE . . . Cups lightly contoured with Dacron Fiber-fill. Nylon Lace, Marquisette and Lycra. White, B, C cups. Sizes 32 to 38.

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## Crazy Legs—Smart Feet

Sporty qhillie tie shoe by QualiCraft will be in step with the season . . . just right for the "living skirt" look. Fashioned of black crushed leather, the shoes are laced high on the instep with scooped-out throat accenting trimly tapered toe. Available at Leed's, 257 Pine Ave.; Lakewood Shopping Center; and Los Altos Shopping Center.

## LESSON IN SHOEOLGY

### Can a 'Vamp' Be a 'Cuban' and 'Stacked'

In the world of footwear a "vamp" is perfectly respectable, a "gillie" is not a Scottish hunter and "last" is a changeable thing.

In fact, shoe talk is the only language where you can graduate from "Oxford" to "Pump" or switch to "Cuban" and not incur a "moderate setback."

Since it is a language unto itself, a leading shoe house has compiled this dictionary of most used and confused terms.

**Heels**—The principal varieties named for their style or shape are:

**Barrel**—Just like it sounds —barrel or keg shape.

**Cuban**—Straight up and down under shank, usually stacked.

**Louis** — Distinguished by its pinched mid-center. Can be high, medium or low.

**Set-Back** — Straight angle down from the back of the heel to lift.

**Spike**—High tapering to a very narrow lift.

**Stacked**—Layers of leather, always Cuban shape.

**Straight Back** — Diagonal angle down from back of heel to lift.

**Wedge**—Wedge shape that either completely or partially fills the shank area down to the sole.

The "last" is the mold over which a shoe is constructed and gives it its size and shape. In all lasts today the heel is narrower than the width. When size marking says AAAA/AA, for example, the first letters apply

### Tisket, Tasket —for Spring, Carry a Basket

Since no travel or resort wardrobe is complete without a basket bag, designers provide a bevy of beauties, some classic, some gay and offbeat.

Looking like a waterboy's carrier is a colorful open basket covered in coarse netting that extends upward as a handle and is a-bounce with bright balls. High, wide and handsome is an outsize oblong, its curved top leather covered and studded with gilt nailheads.

And like a fishing creel is the semi-oval shaped bag whose flat top of leather is also aglitter with nailheads. Even the luggage look has been adapted for several baskets whose flatlook belies the space within as they open widely from a top metal clasp.

### Rinse-in Sheen

Bring out highlights in your hair with common household aids. If a natural blonde, rinse your hair with water with lemon juice added. If a natural redhead, add vinegar to the rinse water. Both, incidentally, act as water softeners.

## This Spring Long Torso Is More-So

The long torso . . . that stretched - out bodice that makes a lady's figure look more-so . . . is a major fashion look for spring.

Designers have managed the skinny, elongated look with belts slung low at the hipbones . . . with tunic dresses and tunic length coats . . . with unbelted dresses seamed well below the natural waistline . . .

Also with suits or costume jackets edged down to fingertip, sometimes even longer . . . and with long over-blouses matching the length of the longer suit jackets.

**It's an Illusion**

If you want to make your face look slimmer, choose a necklace that comes below the base of your throat. Long ropes also create a slenderizing illusion.

## Making a Really Big Show: The Really Big Zippers

Really big-fashion zippers are no longer the shy retiring type. They're for the showing . . . the bigger and bolder, the better!

Fashion has adopted the industrial or luggage-sized zipper as its newest highlight. Any young lady worth her sportswear will know that her zippers should be very visible, placed in full view and should feature enormous pull tabs or rings.

**BIG ZIPPERS** can be functional or just for fun. They close slash pockets . . . quick-change a skirt into a culotte . . . zip the whole length of a beach shift.

And the sportswear they zip is also really big fashion. An exciting grouping of beach and leisure wear . . . in denim, reversible water repellent jackets, hooded shifts and parkas.

In short, sportswear means fast-moving fashion with added Z-I-P.

## Fashion Re-Stages Old Rages

Old fashions never die, they crop up again and again season after season.

Just how old the fashion is depends on the designer's mood. Many still are enchanted with the roaring 20s when saucy hipster waists, flouncy skirts and shoestring shoulder straps were the rage.

Borrowed from the sexy '30s are bias-shaped dresses that reveal every figure fault, as well as plunging necklines and cascades of feathers and plumes.

**CHALK - STRIPED** dandy suits date back to depression days—and bolder versions to turn of the century. But

filmy blouses with lacy bibs are out of great-grandmother's family album.

So are those lace-curtain-like panels stitched into fragile gowns. This same old-fashioned girl influence appears in shawls and scarves, also ruffles that ripple femininely at hemlines, necklines and wrists.

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skirt and jacket created from linen-like rayon, both are fully-lined and crease-resistant and washable. Shell blouse is silk-like acetate. suit comes in white, pink, aqua or yellow.

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# The Soft Touch for Spring

...and a flurry of pale furs



## The Wrap of Luxury

Emba Taupe natural mink... the softness of a new raised neckline... the luxury at its ever-loving best. It's the soft touch every girl loves. At Frank A. Hill and Son, 3316 E. Broadway.

## IT GOES FURTHER

### Keep Mink in the Pink

Every woman knows at least one thing about mink. She knows it is beautiful. But anyone who owns this luxurious fur should also know how to care for it.

Whether you own a coat, jacket or stole, always hang it on a wide, well-made hanger that conforms to the shape of shoulders and collar. This lessens the strain on shoulder seams.

Never hang fur in a plastic bag or garment bag. It needs air to keep from drying.

If your fur gets wet, hang it in a cool room to dry. When it is dry, shake it out. Don't brush it.

Try not to carry packages so that they hit the same spot on your mink each time. Constant rubbing can cause worn spots.

PERFUME SHOULD never be applied directly to fur. It will dry the skins and stiffen guard hairs.

Always unfasten your mink coat when sitting; also loosen it around the shoulders. This prevents pulled seams. Have your furrier inspect it for damage every year.

Never pin flowers or jewelry on your furs. The pin can cause damage to the skins.

Be sure to store your mink during warm summer months. Heat can damage oils in the leather.

A mink coat to the majority of women represents years of saving and "doing without." So it would certainly be the ultimate in foolishness not to give it the kind of care that will keep it beautiful for many years.



## Fashion in the Round

"Breath of Spring"... by-word for the season and for this high-waisted tourmaline mink jacket—its skins worked in the round (very 1965!), standing softly around the neck in a cuddle of a notched collar. At Furs by David, 203 E. Third St.

## IN THE HEADLINES

### Hats and Hairdos Make Peace—at Last!

For the past few seasons (ever since the huge bird's nest hairdos went back to the robins from whence it came),

there have been promises of a meeting of minds between the hairdressers and the hat makers. And many a hat-loving gal was fooled.

So many beautiful hats were designed—not little whimsies that perched at the back of the head—but real hats, the kind that truly add a flattering finishing touch to any costume.

But it was difficult to wear them as it was in the days of the towering coiffure. True, hair styles were no longer of bushelbasket dimensions. They were sleek and straight with just enough body to add slight fullness and curve. But about 8 out of every 10 women had to get that slight fullness at the beauty salon where "just a little teasing" was needed to hold the hairdo in shape.

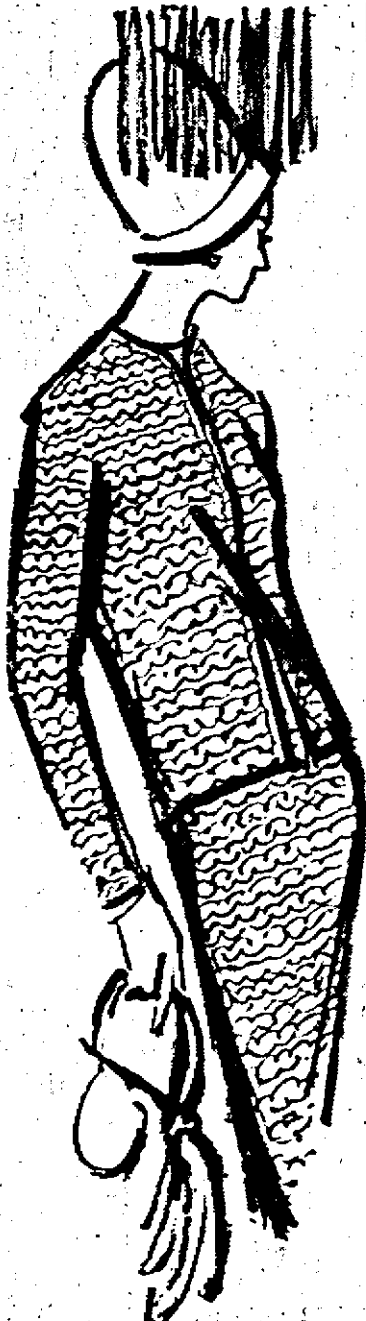
And women with fine hair didn't gain a thing from the demise of the bouffant. It didn't matter very much whether you crushed a bird's nest or a small-sized halo. The hat you longed to wear still ruined your setting.

WELL, THIS time around it looks as though we finally have it made. The newest hairdos are truly close to the head. And if you don't look good in nearly straight hair without a bit of teasing, you can wear waves or soft curls. They're on their way back along with the ultra feminine fashions of the '30s.

Anyone who wore no millinery other than a baby bonnet in the '30s can take heart from the fact that hair styles were so designed that a flick of the comb put them in apple pie order when a hat was removed.

This spring there is no deception. You CAN wear a hat and look fine when you take it off. And this will be a delightful experience.

The epitome of feminine charm can be found in a whiff of perfume and under the brim of a pretty hat. And now we can wear both with no extra budget needed for the hairdresser.



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## For Balmey Breezes—

### A Slink of Fur

A fur (above) with the look of California... light in weight, light in tone... a slither of sheared muskrat, dyed oyster white. Notch-collared of that fur aristocrat, Tourmaline mink; belt dips low, is detachable. At Lockwood Furs, 711 Pine Ave.

## UTTERLY SPRING FEMINE...

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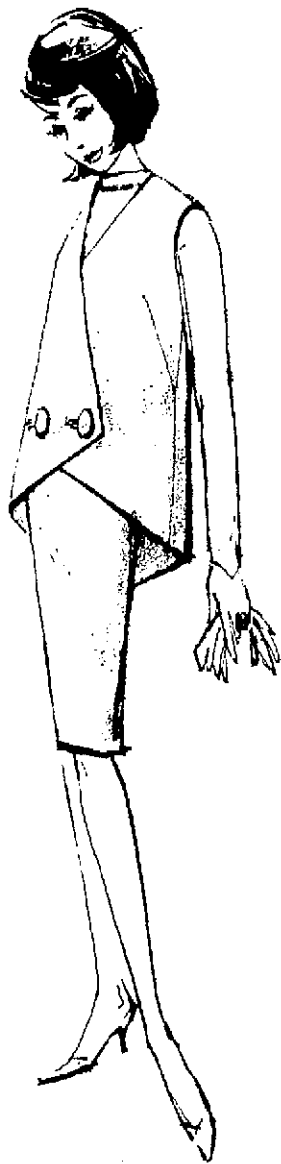
# The Big Wardrobe Buildup!

- the Suit
- the Knit
- the Costume



The Costume:  
1965 Wardrobe  
Builder-Upper

One and one builds a stylish costume for spring. Straight and narrow coat is cover-up for slither of a dress that blossoms with floral sprays. In beige and brown, blue and beige combinations. At Foreman and Clark, 144 Pine Ave.



Cutaway  
in Royal  
Style

Crepe costume with princess lines for reigning beauty. Laminated crepe contour cutaway jacket gives lined long-sleeved dress a crowning touch. Colors are beige, black, pink or yellow. By Eisenberg of California; at Gene's Smart Shop, downtown Long Beach, Buena Park, Costa Mesa and Compton.



On the  
Avenue—  
Anytown

Cosmopolite chic, elongated elegance—combined in designer model suit by Don Loper. Of imported raw silk tweed, costume comes in natural and green; features new longer-length jacket. At Vinson's, 4500 Atlantic Ave., Bixby Knolls.



Go Modern, Go Knit

Slim silhouetted knit ensemble by Kimberly zips at neckline—has side-swept, flip-tied collar. Of wool and mohair, overblouse and pencil skirt go everywhere in self-assurance. In Julietta blue at Mullen and Bluet, Lakewood Center.



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EVERYONE'S CATCHING 'SLING FEVER'

## Give Me Wide Open Spaces

The frankly feminine mood for spring has brought back the curve—even in shoes.

The pointed toe has finally given way to a new, rounded crescent that is not only more comfortable, but more attractive.

The rounded toe will share honors with a squarish blunt toe in walking shoes and the completely open toe for dressy occasions.

Leather sandals, sling backs and strapped pumps will provide the airy look for spring. In fact, we're all about to have a large dose of sling fever. Sling-back pumps in a gay array of contrasting colors and textures

will flatter the foot day and evening.

CONTINUING favorite for daytime is the "Chanel" sling in smooth leather with contrasting color and leather texture across the tip.

Slings with cut-outs at the vamp or sides may be dressy in suede with slim, mid-heels or casual in brushed or grained leather set on a wide low heel.

Although the emphasis is on a more exposed look in footwear, the pump is still with us, pared down with shelled-out sides and cut-out instep.

THIS YEAR, patent leather is noncreasable and is

available in a variety of finishes, including a "see-through" aniline patent.

Thanks to a new finishing process, suede is now dust-proof. And leathers can now be had printed, waxed and antiqued. There are elegant embossed leather shoes that stand in for reptile skins at a third to a quarter of the price.

Colors are bright and clear—no muddy tones. There are vibrant shades of green and red, turquoise, coral and a deep yellow. White and white with black will be big. Pale neutrals and navy will continue their springtime popularity for all occasions.

Heel heights hold mostly to the middle for both day and evening. But there are chunky, set-back heels for casual wear.

There's lots of variety and whatever you choose should give you the supple support needed to get you gracefully through a busy day.

## The Spot for a Big Bag

There's one essential for plane travel that can't be overlooked—a large handbag. But be sure you get one that is light in weight, such as soft, unlined leather.

## FASHION TRESS WIGS

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IF YOU ARE  
A WOMAN



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A WIG

## Prints Are In Solid!

Spring is bursting out in print.

Prints come in abstracts copied right from modern art galleries. They come in florals, most of the prints exaggerated far beyond the size of the original. And they come in polka dots sized from pennies to pancakes.

In for a bowling success, too, are jungle prints . . . some with animal tendencies, others repeating the leaf and flower theme of the tropics.

Also figuring in spring fashion news: chiffons and warp silks in a French impressionist's palette of florals . . . pastel . . . open blouses matched to the subtle linings of suit jackets . . . and, most important of all, black and white prints that would snap any Easter over-ender to attention.



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### Fashion Goes for Baroque

Pearls to swirl at milady's neckline, to rest on her earlobes, enhance her hands... all from C. C. Lewis Jewelry Co., 333 Pine Ave. Creamy cultured baroque pearls in matinee length set stage for mabe pearls set in gold earclips... also for three cultured pearls separated by four full-cut diamonds in gold ring.

### FROM CHOKER TO ROPE

## Pearls Go to All Lengths for Spring

Unless you happen to have a pearl-bearing oyster stashed away as a pet, chances are your milky necklace is not the real thing. But cheer up. Hardly anyone's is.

Of course, lucky you with the real McCoy.

Year after year, pearls reign as queen of the jewel box because they are fashionably right on everything from sweaters to formal.

Choosing the right size, shape and length can, however, be a confusing task.

A famous manufacturer of fine simulated pearls suggests this guide to the language of pearls.

**THERE ARE six lengths.** The choker necklace hugs the neck. The standard falls

just below the collarbone. Princess length ends where the bustline begins. Matinee pearls drop anywhere from one to two inches below the bustline. Opera length comes to the hips and can be looped, knotted or given full play. Last, the pearl rope, longer than opera length, is particularly good for a tall woman.

If your neck is less than swanlike, don't wear a choker. The princess or matinee lengths are best for you.

If you're lucky enough to have a long neck, wear a choker or standard length. But if you wear a long necklace, loop it once or twice, starting at the throat.

### DOWN WITH THE TABOOS

## A Jewel of an Idea, Madam

Designers broke the style barrier when they challenged such traditional taboos as "redheads can't wear pink; blue and green or black and brown must not be worn together."

And results of the breakthrough were dramatic and flattering to women.

Now all the old rules for choosing jewelry have been given the old heave-ho, too.

If you're a short girl who has always yearned to wear long earrings, go ahead. It's no longer considered a fashion faux pas. If your neck is wide and you have always envied the gals who were more the neckline type, you can be one of them now.

Today's good design makes it possible for everyone to wear the kind of jewelry she likes if she selects each piece within the limits of good taste.

**YOUR JEWELRY** should be chosen not only for decorative reasons, but also as a tool to play down your less-than-perfect features and spotlight your best qualities.

A quick look through the fashion news will show you that the long earring is a popular fashion right now. And you can wear a long earring no matter how tiny you are if you choose one to fit your height, figure and face shape.

A delicate design is best for the small woman. Its length should dip to the angle of the jawbone. If you are short and heavy, a thin, vertical design is best. The tall woman can wear any length but should choose the shape that does most for her facial contours.

A **NECKLINE** also can be used in a "cosmetic" way.

Lengthen the appearance of a short neck with a long string of beads.

If you are petite, avoid heavy clusters. A matinee-length necklace will add height.

The woman of average size has the most latitude. She can "steal" designs from both the short and tall styles and adapt them to suit her own needs.

**YOU DON'T** need special accessories for each costume, say the experts. Necklaces are available with removable rows which may be added or removed to suit the ensemble and occasion. Earrings are designed so they can be added to, paired, lengthened or shortened.

The removal of the old-fashioned taboos makes the wearer's role a creative one. Experiment with various combinations.

Long Beach 12, Calif., Sunday, Mar. 27, 1961

INDEPENDENT PRESS-TELEGRAM—F. 11

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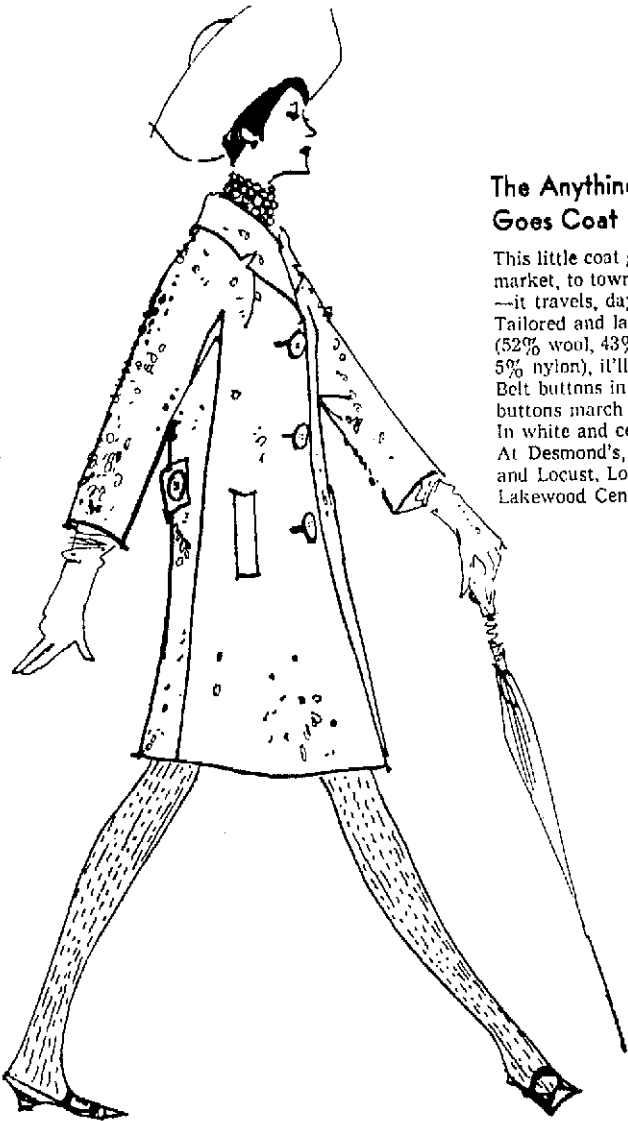
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This little coat goes to market, to town, to country—it travels, day and night. Tailored and laminated (52% wool, 43% mohair, 5% nylon), it'll shed rain. Belt buttons in back. Buttons march down front. In white and celery color. At Desmond's, Broadway and Locust, Long Beach and Lakewood Center.



### The Snap and Crackle of Plaids

Model Gerda Sutton will sail through the season in this ensemble (above) sporting continental look... cut-away jacket and all. The 'shell' of a blouse in black crepe, is a 'break-away' from the black and white plaid of jacket and matching skirt... 100% cotton. By Norman Todd of California; at Greta's, 5012 E. 2nd St., Belmont Shore.



## for Easter

### LITTLE PRINCESS FROCKS

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### For Never Staying at Home

A simple knit sheath that takes you around the town, around the clock. Of nubby, textured knit, it's always ready to go. The colors: turquoise, natural, yellow or pink. By Serbin; at Town and Country Fashions, 4129 Long Beach Blvd.

## WOOLWORTH'S



### New Season fashions

### The new-season look in beautiful blouses

100% Cotton broad-cloths and cotton oxfords. In beautiful new Spring colors—solids, prints and checks. All types of collars, all with roll-up sleeves. Sizes 32-38.

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### The new-season look in beautiful stretch capris

75% Cotton, 25% nylon Expandra stretch denims with back zipper, tapered legs, regular waistband. Faded Blue, Red, Wheat or Navy. Sizes 10 to 18.

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### A SHEER REVOLUTION

## Nothing Is News in Undertashions

What's news in under-fashions? Nothing—well, the LOOK of nothing, that is.

Really, it's sheer revolution. Slips you see through, totally transparent bras, foundations that are next to naked, all shape a new, nearly-nude you for Spring.

Take bras, for example. Gernreich's 'No-Bra' bra really "hooked" the ladies with its feeling of new foundation liberation.

And now it's being topped by a topless—a "No-Front" plunge all-in-one; a backless

—"No-Back" beauty with persuasive sides and whisp of a front; a sans sides—"No-Side" nearly backless bandeau.

IN ALL, transparent tricot bust cups are entirely seamless, ingeniously cut part on the bias, part on the half-bias, with just a tiny dart to consolidate the cup shape.

Another innovation in the big bra liberation is Maidenform's aptly named "Sweet Nothing." A prime example of today's free-form foundation, it's a daringly deceptive, nude-colored nylon net bra with lots of support.

Designed as a weightless wonder, it sweetly gives the lightest, most comfortable, lady-like and lithe look possible—perfect for wearing under clothes with that pared-down feeling.

The result of all this unseen subterfuge: a big yes for the "sweet-nothing" clothes.



### Sheer Support

"Sweet Nothing," Maidenform's merely there nylon net bra—in nude coloring—offers sheer and subtle support.

### Scarf Illusions

Scarves dress up and change the appearance of any simple dress. One way to add variety is to wind the scarf through the strands of a necklace.

### Versatile Mule

Women have long gotten a kick out of the mule for glamorous relaxing. For spring, the mule comes out of the lounge and into the living room in the form of an open back shoe styled for both daytime and evening wear.

## Do your permanents last as long as they should?



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## Spring shoes are fun!



And QualiCraft Casualets are the most fun! Choose cutouts and straps, flirty bows and wee heels; smooth and crushed leather and reptile-grained uppers in white, bone, pastels, black. They're outstanding values, too, at just \$3.99 to \$5.99.

## Leed's QualiCraft Casualets

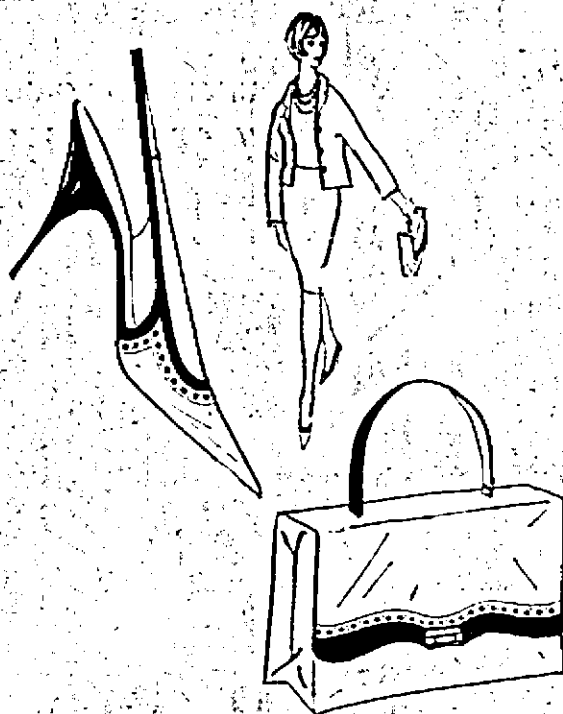
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## WOOLWORTH'S

4th and Pine Downtown Long Beach 5200 Lakewood Blvd. Lakewood Center 2148 Bellflower Blvd. Los Altos Center 17322 Bellflower Blvd. Bellflower



## City on the Move The Great Light-Way in Spring Shoes



### A Touch of Sling Fever

Sleekly tailored spectator keeps you in step with today... especially when styled with nude heel, low-cut lines. Colors: sugarcane calf with black patent trim; green corks with green calf trim. Matching handbag adds zing to the sling. By Palizzio; at Guild House, 4218 Atlantic Ave., in Bixby Knolls.

## Style and Comfort



### New Pumps About Town

Powder puff cushion softens every step of tailored spectator, its heel stacked midway; always in step—urban or suburban. The town shoe, with broader, more walkable mid-heel, features knit-fit lining. By Naturalizer; at Naturalizer Shoes, 434 Pine Ave.

### The Light Fantastics

Classic T-strap stages a comeback, suits 1965 to a "T"... here in bone, white kid or black patent. Also starring in the footlights, the always-popular closed pump, lighter this year in soft kidskin, set on a "midge" heel. Comes in 10 fashion colors. At Joseph's Salon Shoes, 209 Pine Ave.

## HERE'S HOW TO 'FOOT' THE BILL

# Shoe Wardrobe Sets Go-Like-'65 Pace

Too many women are fashionable from the knees up because they have not learned how to get the most out of a limited shoe budget, say the fashion experts.

As one put it: "The days when a woman could consider herself well shod with one pair of black and one pair of brown shoes are gone."

"The multiple activities of the modern woman require at least five pairs per season. If she has an unusually varied social and business life, she requires at least three more pairs. This, naturally, imposes

extra responsibility for careful reckoning of the shoe budget."

ONE MANAGER of a national shoe chain (500 stores) says he has become acutely aware that the American woman swings the full range — "from penny-wise to pound foolish, when buying shoes."



"If she spends too much on one pair of shoes," says he, "she tends to 'save' them for special occasions. Before she realizes it, the basic rule of fashion—change—has caught up with her, and the shoes are out of style."

"But having been extravagant, from a sense of budget-blues or guilt, continues to wear the shoes, which are still in fine condition."

"What she does not accept is that the out-of-date shoes, worn with high-style dresses, spoils the entire ensemble."

EXAMPLE: the double-needle toe pumps of a few seasons ago can scarcely compare with the new rounded toe which, in the trade, is judged to be "round as a dime, a nickel, quarter or half dollar."

This season, the heel story is brand new, too...

## He'll Kiss Your Hand, Madam!

Hand-kissing may be on its way in, once again.

At least, a new product (as morale-boosting as a florist's box with unsigned card) will undoubtedly lead to lots of proffering of lady-like finger tips.

THE PRODUCT: Perfumed nail polish. Called "Nail acScents," the perfumed polish by Cutex comes in a choice of eight fashion-keyed spring colors, each scented with a different costly perfume.

The fragrance is released only when the polish is fully dry on the nails.

(Also: A disposable collar of scent around the bottle gives a hint of the essence within.)

though heels are still measured in eighths of inches. In previous seasons, over 50% of women's shoes had heels measuring 21-eighths inches in height. Today, a 16-eighths inch heel is considered high.

The stacked heel, which continues to gain in popularity, has gone from 14-

eighths to as low as 9-eighths inches, and is much slimmer in style.

Footnote: the trend is still to lower heels!

WHAT ADVICE do the shoe experts offer women on a limited budget? The following list should keep her well shod, and her husband appreciative of her economy:

- Two pairs of classic pumps... one pair of black calf or black patent and one pair of season pumps (brown, navy, bone, pastel or white).
- One pair of dressy shoes. Black peau de sole pumps enhance almost any dressy frock. For formal wear, the best buy is a dyed-to-match pump.
- One or more pair of seasonal sport shoes (hand-sewn loafers, suede possums, Italian sandals, the conventional sneaker or seasonal flat).
- Boots, say the shoe designers, are the biggest news in women's shoes for '65. Fashion has adjusted the hemline to suit boots. The well-booted woman this year (at least in the cool climes) will have at least two pairs of different heights, and a tote bag for her regular pumps.

### On With the Soft-Shoe

For a trek-around-town or for globe-trotting—the new crescent shaping toes the mark in glove-soft textured leather that walks on a cloud. The elasticized whip-stitched top and perforated toe add detail nicety... and, of course, the popular stack-heel is only demi-high. Colors: beige, blue and light green. By Deliso Debs' at Wetherby Kayser, 5037 Hazelbrook, Lakewood Center.

## New 1965 Fashions in Mountings

Diamonds are forever, but ring styles change. Your diamond will look larger and brighter in our newest style mountings. Come in and see our glorious selection.

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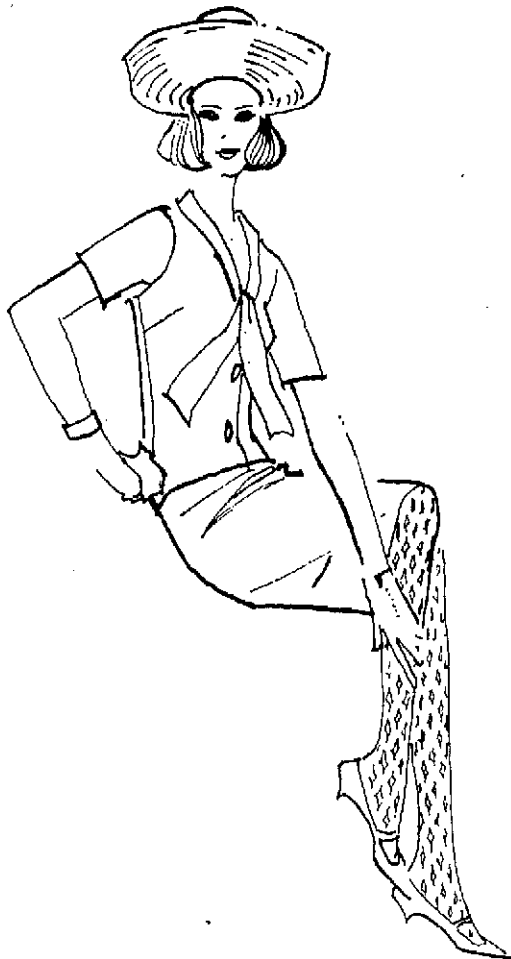
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**For Going Out on the Town**  
Glamor fashions first-nighters under glittering chandeliers... a svelte silk print by Harvey Berlin in shadings of blue and white, short sleeved and sash belted. The 1965-isms: an expertly controlled skirt panel... the swish of a matching scarf. The stole, straight and seamless, is elegantly designed of natural dawn Autumn Haze Mink. Available at Buffums', Pine at Broadway.



**Jumpsuits Leap into Spring!**

Loungers will like the great wide way of spring's pants. Here, wild and wonderful, they're jump suited for style. In wash 'n wear polished cotton of rose and blue print or paisley and snowflake pattern. At Mode O' Day, 517 Pine Ave.



**Classy Fit in Knit!**

Stylish combo—a two-piece knit by Ricano... ¾ sleeves, the dash of a tie at the neck. Top interest: sassy sewn roller by Oleg Cassini (wear to the back of the head, please!) in black, bone and white. At Regency Room, The Broadway, Los Altos Shopping Center.



**Shirred 'n Scrumptious**

Our elegant A-line pump in luscious kidskin. The colors are really yummy: alabaster, pale pink, hot pink, powder blue, white, navy or black. From our Scasini collection at 1299

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**LONG BEACH — LOS ALTOS  
LAKEWOOD**

**JUMPSUITS AND FLOUNCY PANTS**

**The Latest in Home Decorations**

To lounge, one needs a jumpsuit, a pair of pants, a swingy coat.

Spring at-home fashions definitely have zing. Many shout a look of Spain — plunging necklines, ruffles and garlands of feathers give lots of bravo to leisure wear.

Pants sweep in for after-work hours, in a variety of styles: figure-skimming, slim-lined, bell-bottomed, sometimes clinging all the way to the ankles.

Spring enters in a wave of ruffles in short and long loungers — collar ruffles,

hemline ruffles, sleeve ruffles, hipline ruffles.

The "Lady of the house" look is a look of on-the-go beauty — ruffled and howed with soft prints and dots appearing in fancy pants, jumpers, long pencil shifts and empire-waisted full loungecoats.

The youngest loungers, in above-the-knee lengths, have a little girl look of fun—they're styled playful in plaids, prints, stripes and dots.

Indian influence shows up

in some at-homers, complete with turbans, leggy pants, tunic tops and shaped long jackets.

The at-home mood is a party mood. Give one. Go to one. Above all, dress party style.

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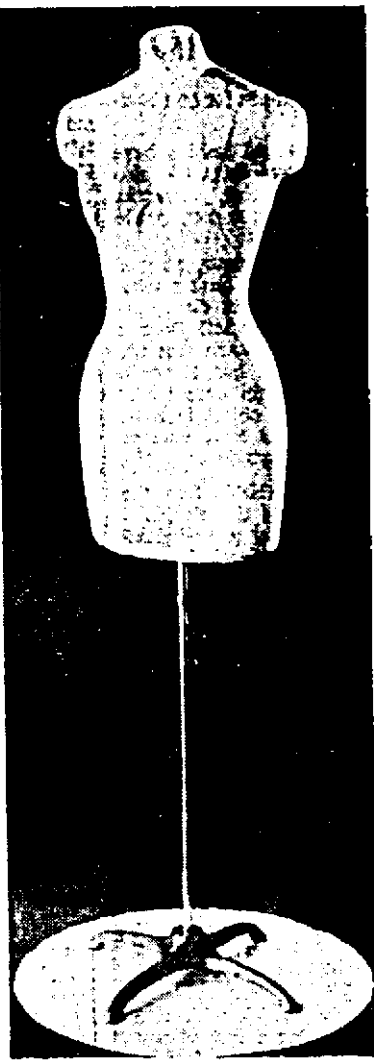
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## THE SUN AND SAND STORY

### More Girl, Less Swimsuit Spark 1965 Seaside Sizzle

Precious little stands between a girl in a swimsuit and her public.

But in no past season have designers handled that little with so much imagination. The sky is the limit as long as it's sunny for the 1965 resort season at the beach.

First there are the suits to be "seen" in. These have passed their swimming tests, but there's no doubt they will more frequently dot the sand.

One has a peek-a-boo black lace top, strategically jeweled, and sleek jersey pants. Then there is a group

of black lace discos, frankly inspired by the discotheque dress. These suits can be bikinis or one-piecers joined by a midriff of transparent black Lycra lace.

OPPOSITE to the great expose is proof positive that the sexy swimsuit doesn't have to be bare. One such suit is a one-piece body-shaping number in glowing platinum jersey — for the girl who has everything.

Then there is the suit that doesn't hesitate to take the plunge. In weightless quilted nylon, it's cut bare and spare with a back that sim-

ply isn't there and a front that can make up its mind about how far to go by the flick of a zipper.

Another with all the same attributes is in matte jersey and a white bow under the chin has been added for a disconcerting note of demureness.

THE SOFT, refined fashion message for spring and summer has been translated for the beach in one-piece, screen-printed jersey suits with matching beach shifts. Color combinations are as bright as jewels—green with pink, blue opal with gold and orange with water blues.

This year, too, the two-piece suit and the bikini are



having their season in the sun. But when you buy, remember that these demand a nearly perfect figure.

You can swim covered up or barely there this season. The choice is yours. If you bear in mind that a swimsuit should flatter your figure, you will have no trouble finding the one to do the job for you.

#### Know Better!

The smart shopper with a limited budget will familiarize herself with the clothes in the higher priced stores. When she is familiar with the look of quality, she will do better in what she buys even in lower-priced apparel.

#### Calm Flutters

Fidgeting soon tells others you do not feel at ease. Many actresses master the art of looking calm and poised when they aren't. The first rule: keep hands still. Don't pull or twist at a lock of hair, ring or watch or fuss with your face.



The mid-heel pump springs forth with the lash of a cobra collar. The newness of the A-line shape slides along beautifully in a fantasy of colors that all wipe clean. Green, pink, yellow, light blue. \$15 Matching handbag \$13\*

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MIX, CLASH OR BLEND

Color Spring Right!

To match your own personality and materialize an exciting color wardrobe this spring, follow these four color guides:

1. For "the big sports": mix them!

Take equal parts of exciting new colors like watermelon, tondil green and true blue—mix them thoroughly. It's the season's new sports-wear trend toward unexpected combinations of color.

2. For "the ladies": blend them!

To follow fashion's lead toward soft femininity, pick the lady-look shades: like lemon ice, new leaf green and capri blue.

3. For the "avant garde": clash them!

Explore the avant garde idea in color. Toss unlikely combinations like papaya (almost a light apricot), candy pink and scarlet together for a look of young bravado.

4. For "the beautiful people": triple or quadruple them!

To win the hearts of the knowing sophisticates, play colors against neutrals like chamois and parchment with tender pink and ink blue.

Whether you mix, blend, clash or triple them... whether you go for the subtle tones, the brilliant pastels or the primaries... color your wardrobe to match YOUR individual fashion flair.

Wigs Boon to Get-Set, Go Crowd

Harried homemakers might take a leaf from a young actress' notebook. How does she make movies, appear on television and radio, city-hop to promote her shows, ride, swim, surf, ski and learn bullfighting and still have time for a full social calendar?

"It takes organization," says Stefanie Powers, who will be seen in the new "Love Has Many Faces." She credits all the sports activity for keeping her figure trim without strenuous dieting.

It also helps her relax. "Keeping busy doing things I enjoy," she explains, "seems to give me more vitality. It's boredom, routine

things that make me tired." ORGANIZATION and a little cheating eliminate a need for frequent trips to the beauty salon when she travels. Miss Powers' traveling companions include three wigs: blond, red and brunette. All are styled differently, ranging from a tousled look to a sultry one.

The hair styles are changed or refurbished by a professional stylist but are "touched up on the road" with a blunt-toothed comb and a light-bodied hair spray.

The wigs (by Fashion Tress) prove a boon during her non-professional outings at the beach or after a fling in the bull ring.



Quick-Change Hairdos

If blondes have more fun, now is your chance to find out! Louise Parker, shown putting finishing touches to some of latest styles, invites you to try on a human hair wig (blonde, if you want)... then you'll know for sure. At Mr. and Mrs. Wig Salon, 10308 E. Rosecrans, Bellflower.

For Beach or Ball—the New Look's Ladylike

Lace, the fabric that calls to mind young girls in man-lillas and dear Aunt Martha who was dainty at 80, is back in everything from ball gowns to beach attire.

Elegant long gowns steal the entertainment scene at home and on the town. And soft silk, chiffon and pastel shades are everywhere.

Necklines are low, but they're artful and feminine as well as daring. And dresses once again cling where they should cling and fall softly away from the figure when fullness furthers the romantic illusion.

Even bathing suits are cropping up in stinky velvet and dainty lace and are teamed with matching or contrasting long, graceful skirts for poolside lounging.

Beach shifts, long terry cloth capes and short cover-up of dotted swiss and orpandy have all but removed shorts and slacks from the resort scene.

Except for sports or gardening chores, pants will be seen less and less on fashion-conscious women. Perhaps we at last feel sufficiently liberated to no longer require this "badge" of emancipation.

I'm all for the new soft look. Pants do serve a purpose, but it's a rare woman who looks her feminine best in them. The few who have the right figure to show slacks to advantage are usually the gals who know enough to dress up when it's

dress-up time. And others, who wear them around the clock, shouldn't wear them at all.

Perhaps now, with the soft look being shown in all the stores, girls will be girls again.

I don't know of a man who ever complained because a woman looked like a woman. So why fight an obvious asset?

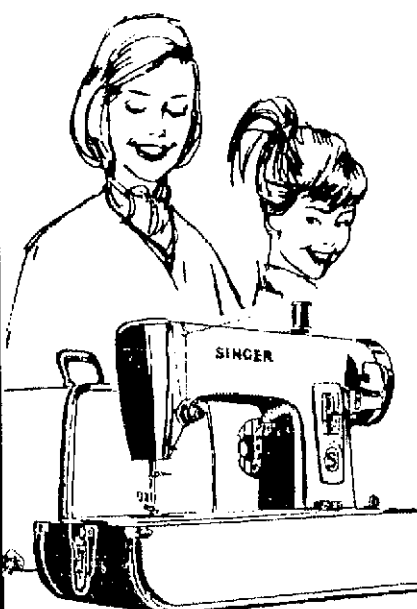
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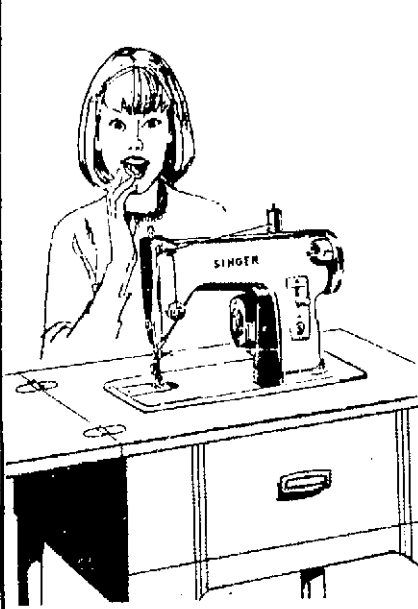
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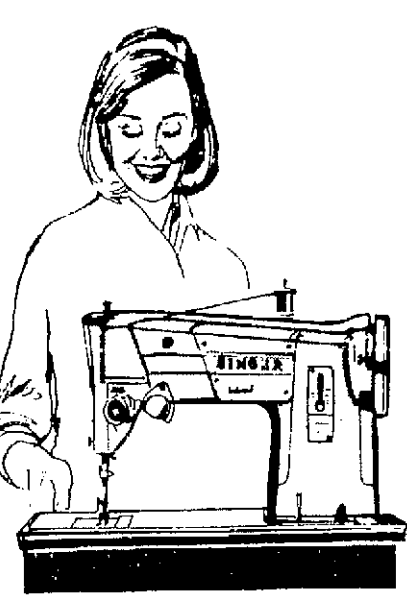
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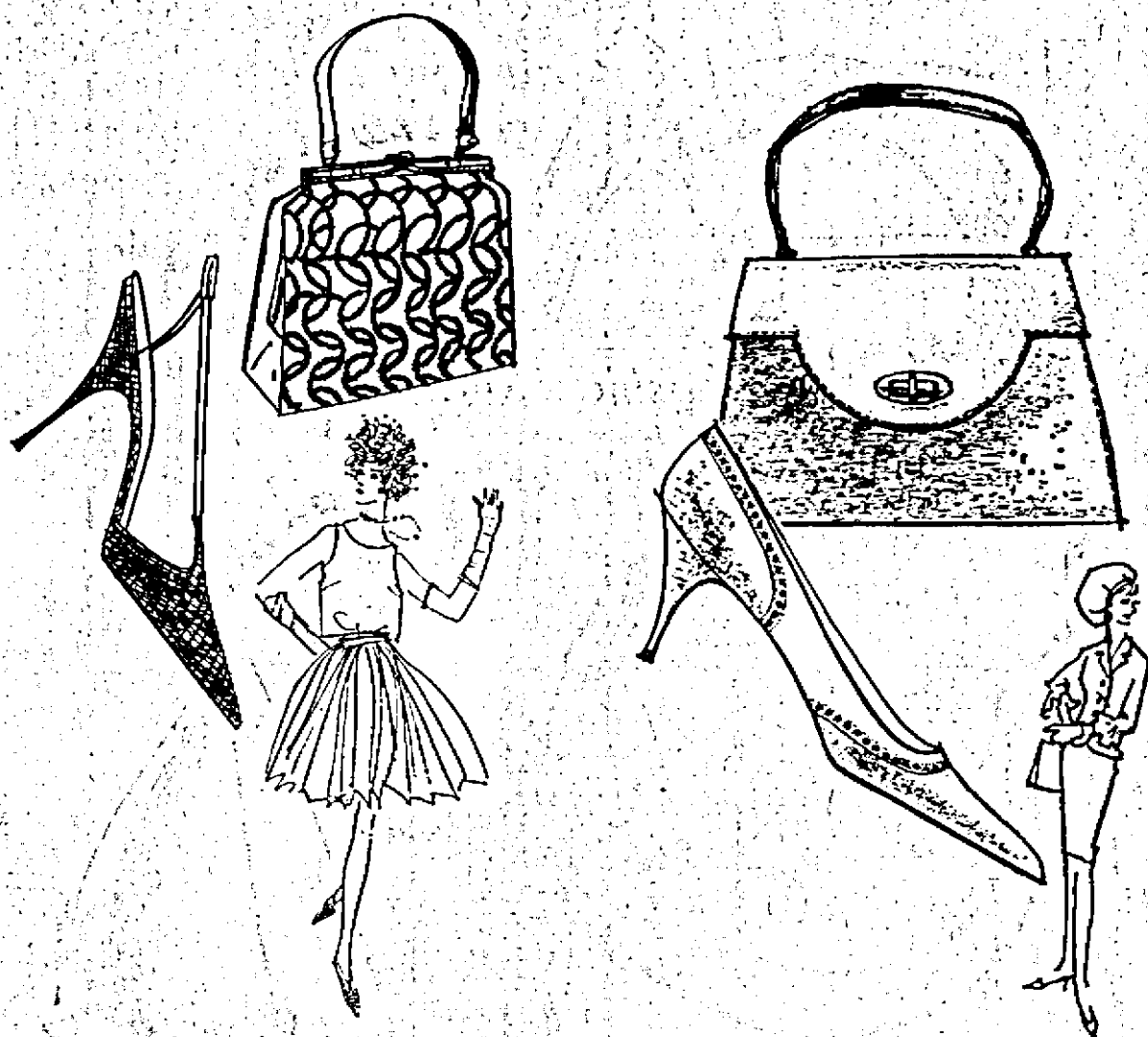
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### The no-shoe shoe—almost!

More fling than sling—a next-to-nothing slip of a shoe with flattery unlimited. Particularly bright and spring-y in serpent green, coral reef, alabaster kid and Shannon green. Available in silken fabric or soft kid skin with coordinated handbag. By Mademoiselle. At Jacobs Fashion Shoes, 5016 E. Second St.

### Go Pleasingly Pump

Spectacular—an active spectator that wins in a walk. Color it fresh avocado green or cormek with caviar calf trim for high-stepping style. Mademoiselle, with matching handbags. At Innes Shoes, 5030 Pepperwood, Lakewood Center.

## An About-Face for Spring

Faces are in for an about-face.

Beauty and fashion have turned away from last season's aggressive, geometric, hard lines to a soft, gentle curve.

The discotheque, all-eyes look (great for dark smoke-filled rooms) is disappearing. And, why not? Doesn't it stand to reason that the ladies would banker for a bit of sunlight once more? Now, the object in making-up is to look unmade up—but elegantly so.

INSPIRATION for the new look is the elongated face shape of a Modigliani beauty—neo-classic in style.

The new beauty gives women an aristocratic bearing to accent the elegant spine of fashion. There are no gimmicks—instead, it's completely wearable and restores the hauteur to the elegant sophisticate.

It's off with the startling, aggressive and dramatic and on with the ultimate in femininity.

AND, HOW'S it done? Work to achieve a melting softness. Draw eye-liner subtle and narrow (close to the lash roots) and not a hair beyond the corner of the eye.

Apply lipstick without a brush, using a soft vibrant color. Blend light foundation under the eyes to conceal shadows, give eyes extra shine and sparkle.

Do try for a full fringe of eyelashes. To make the most of your real ones, try this powder trick: First, dust your lashes with face powder, then apply mascara with a nearly dry brush, using successive light coats.

EYESHADOW color will be introduced in new creamier formulas this season.

For added color kick and more flirtatious winks, spangle the eyelids with the green—painted along the roots of the lashes or, this season, in a crescent curve at the middle of the lid.

### linen-like nuclear

Paula Dean Original

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Fashion acclaims the intricate floral lace cutwork on this star of fine design. Lovely linen-like Nuclear is the simple stage background. The slimming front side gores skirt is the grand finale. Fashion takes a bow in surf, pink, blue, or rose.

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## SOME TOES CURVY, SOME HEELS STACKED

### Shoes Cutting Out for Go-Go Season

The round toe's gaining a foothold on the shoe front for spring.

The trend to shoes with rounded instead of sharply pointed toes follows what is known in the trade as "rule of toe."

The rule: as the heel comes down, the toe widens. Some flats, for example, have a "duck-bill" shape, giving casual shoes a silhouette that resembles a barge.

THE SLING'S the thing for backs of these shoes.

It adds up to sling fever, say the shoe manufacturers.

The new shoe shapes, shown during 10 days of fashion for the nation's fashion.

The new shoe shapes also feature the naked truth shoe—sandals. "Ladies will be sandalized this spring," say the designers.

The sandals range from delicate strippings of smooth leather in warm, sunny shades, to wide swaths of suede in neutral tones.

Sandals for daytime feature brightly-colored bands of patent leather on a broad mid-heel. For evening, the

sandals include those of leathers exotically embossed as reptiles or pale pretty lustre and smooth leathers.

ALSO, WATCH for mules! The open-backed shoe,

suggested for evening wear, shows off a variety of decorative touches such as in-step bows, self-leather button trim, peaked sides and high-cut tongues.

Heel heights hold mostly

to the middle for both daytime and evening. Variations include chunky, set-back and block heels for casual wear; slim straight, curved or underslung heels for dress.



SHORTENED SKIRTS mean leggy season ahead. Those with less than perfect legs can resort to camouflage. Keep seams straight (left); select right size heel in shoes and stand properly (bottom center); avoid too short skirt that draws attention to badly shaped calves and ankles (top center), and wear dark stockings (right) to make plump legs appear thinner.



STEP INTO SPRING...

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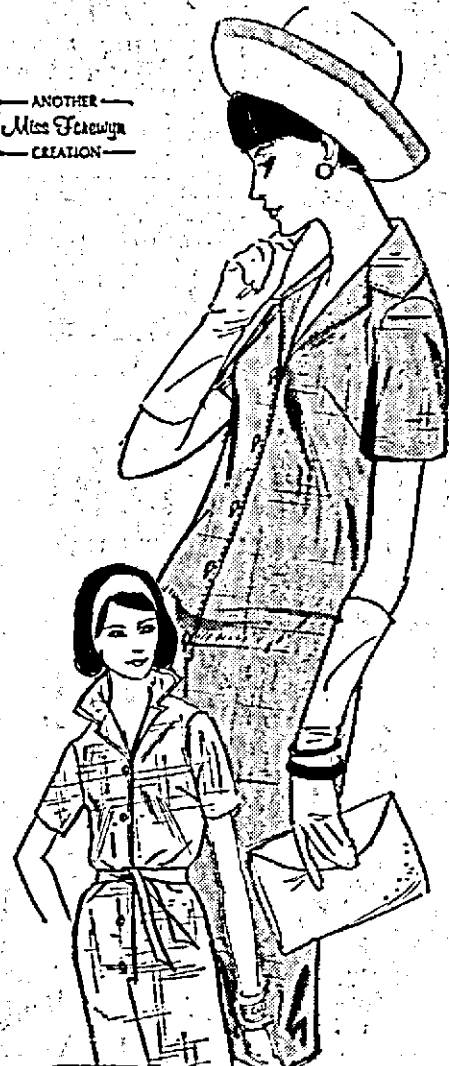
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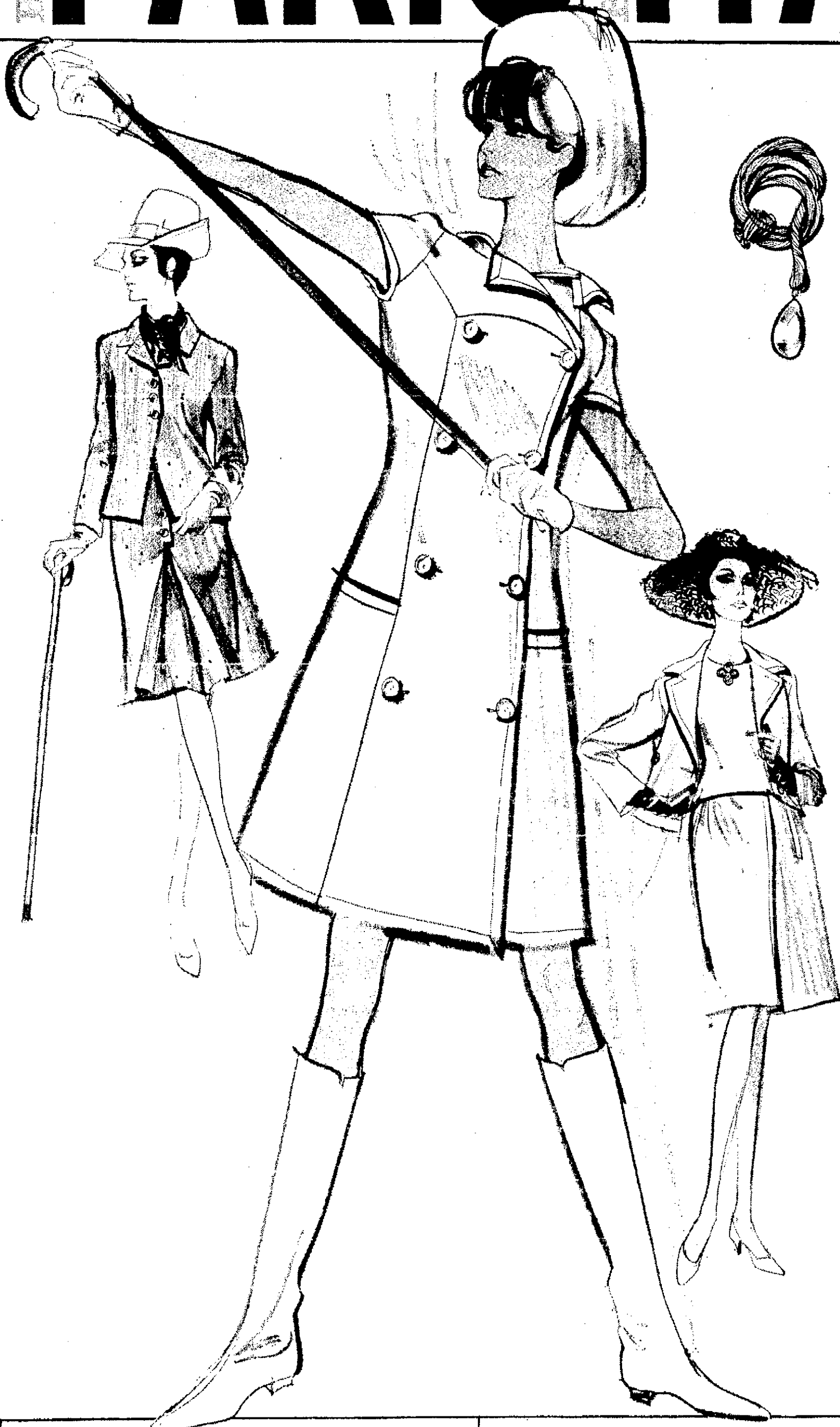
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ST LAURENT'S regency cutaway, the closing of the jacket repeating the crispness of the scissor-pleat skirt. Green wool. **75.00**

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# Heels Click —High or Low



**Tall in Fashion**  
For chic city slickers—a skyscraper of a shoe that rides high-style on a four-inch exclamation point of a heel. In bone or white calf, power blue or pink lustre calf, or shiny black patent. At Mandel's Fine Footwear, Third Street and Pine Ave.

## Knees Going All-Out; Groom 'Em for Debut

**It's knees for Spring!**  
Hemlines are still going up and the prediction is that by spring, even the most conservative gals' knees will be well exposed.  
Rough discolored knees look heavy and awkward—definitely not the desired look—so now is the time to get them in shape for the new fashions.  
**SOFTEN AND protect** your knees with a constant coating of baby cream that will rub in and will not stain your stockings.  
As an overnight treatment to lighten skin and remove discoloration while it softens use a mixture of lemon juice and baby oil. First, scrub knees with the mixture, then apply some for overnight action.  
Add some exercise—such as walking up and down steps and bending, bending. With this regular treatment, your knees can go all out in fashion this spring.

## "DOUBLE PLUNGE" BY LADY MARLENE



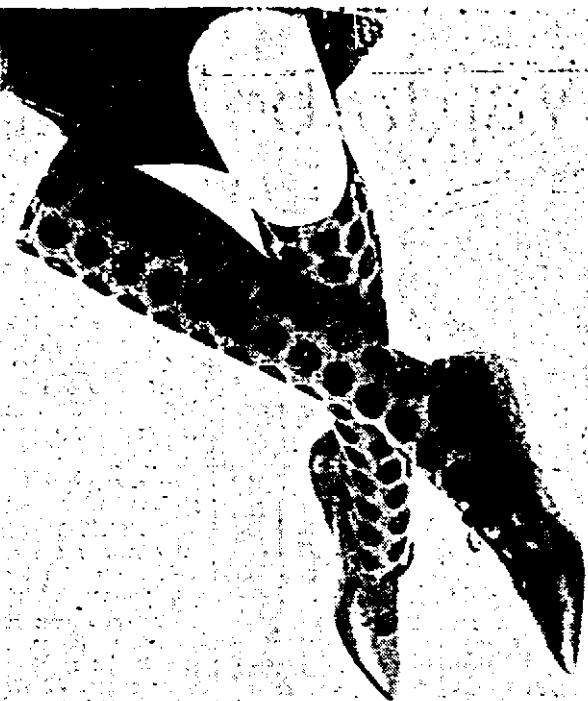
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### Crazy Legs—Smart Feet

Sporty quillie tie shoe by QualiCraft will be in step with the season... just right for the "living skirt" look. Fashioned of black crushed leather, the shoes are laced high on the instep with scooped-out throat accenting trimly tapered toe. Available at Leed's, 257 Pine Ave.; Lakewood Shopping Center; and Los Altos Shopping Center.

### LESSON IN SHOEOLGY

## Can a 'Vamp' Be a 'Cuban' and 'Stacked'

In the world of footwear a "vamp" is perfectly respectable, a "gillie" is not a Scottish hunter and "last" is a changeable thing.  
In fact, shoe talk is the only language where you can graduate from "Oxford" to "Pump" or switch to "Cuban" and not incur a "moderate setback."

Since it is a language unto itself, a leading shoe house has compiled this dictionary of most used and confused terms.

**Heels**—The principal varieties named for their style or shape are:

**Barrel**—Just like it sounds—barrel or keg shape.

**Cuban**—Straight up and down under shank, usually stacked.

**Louis**—Distinguished by its pinched mid-center. Can be high, medium or low.

**Set-Back**—Straight angle down from the back of the heel to lift.

**Spike**—High tapering to a very narrow lift.

**Stacked**—Layers of leather, always Cuban shape.

**Straight Back**—Diagonal angle down from back of heel to lift.

**Wedge**—Wedge shape that either completely or partially fills the shank area down to the sole.

The "last" is the mold over which a shoe is constructed and gives it its size and shape. In all lasts today the heel is narrower than the width. When size marking says AAAA/AA, for example, the first letters apply

### Tisket, Tasket —for Spring, Carry a Basket

Since no travel or resort wardrobe is complete without a basket bag, designers provide a bevy of beauties, some classic, some gay and offbeat.

Looking like a waterboy's carrier is a colorful open basket covered in coarse netting that extends upward as a handle and is a bounce with bright balls. High, wide and handsome is an outside oblong, its curved top leather covered and studded with gilt nailheads.

And like a fishing creel is the semi-oval shaped bag whose flat top of leather is also aglitter with nailheads. Even the luggage look has been adapted for several baskets whose flatlook belies the space within as they open widely from a top metal clasp.

### Rinse-in Sheen

Bring out highlights in your hair with common household aids. If a natural blonde, rinse your hair with water with lemon juice added. If a natural redhead, add vinegar to the rinse water. Both, incidentally, act as water softeners.

## This Spring Long Torso Is More-So

The long torso... that stretched - out bodice that makes a lady's figure look more-so... is a major fashion look for spring.

Designers have managed the skinny, elongated look with belts slung low at the hipbones... with tunic dresses and tunic length coats... with unbelted dresses seamed well below the natural waistline...

Also with suits or costume jackets edged down to fingertip, sometimes even longer... and with long over-blouses matching the length of the longer suit jackets.

**Pump**—Slides easily onto the foot, has no strap or elastic.

**Sandal**—Any shoe with front, shank area or heel open, utilizing a strap, buckle or elasticized design to hold it on the foot.

**Step-in**—Elasticized in some manner around the top-line. Actually a misnomer since it cannot be stepped into like a pump, but must be eased on to the foot.

### It's an Illusion

If you want to make your face look slimmer, choose a necklace that comes below the base of your throat. Long ropes also create a slenderizing illusion.

## Making a Really Big Show: The Really Big Zippers

Really big-fashion zippers are no longer the shy retiring type. They're for the show-ing... the bigger and bolder, the better! Fashion has adopted the industrial or luggage-sized zipper as its newest highlight. Any young lady worth her sportswear will know that her zippers should be very visible, placed in full view and should feature enormous pull tabs or rings.

**BIG ZIPPERS** can be functional or just for fun. They close slash pockets... quick-change a skirt into a culotte... zip the whole length of a beach shift. And the sportswear they zip is also really big fashion. An exciting grouping of beach and leisure wear... in denims, reversible water repellent jackets, hooded shifts and parkas.  
In short, sportswear means fast-moving fashion with added Z-I-P.

## Fashion Re-Stages Old Rages

Old fashions never die, they crop up again and again season after season. Just how old the fashion is depends on the designer's mood. Many still are enchanted with the roaring 20s when saucy hipster waists, flouncy skirts and shoestring shoulder straps were the rage.

Borrowed from the sexy '30s are bias-shaped dresses that reveal every figure fault, as well as plunging necklines and cascades of feathers and plumes.

**CHALK-STRIPED** dandy suits date back to depression days—and bolder versions to turn of the century. But

filmy blouses with lacy bibs are out of great-grandmother's family album.

So are those lace-curtain-like panels stitched into fragile gowns. This same old-fashioned girl influence appears in shawls and scarves, also ruffles that ripple femininely at hemlines, necklines and wrists.

Georgia Williams Shoppe

DRESS SHOP  
2023 Pacific Ave.

SPORTS BAR  
2013 Pacific Ave.

spring  
thru  
summer  
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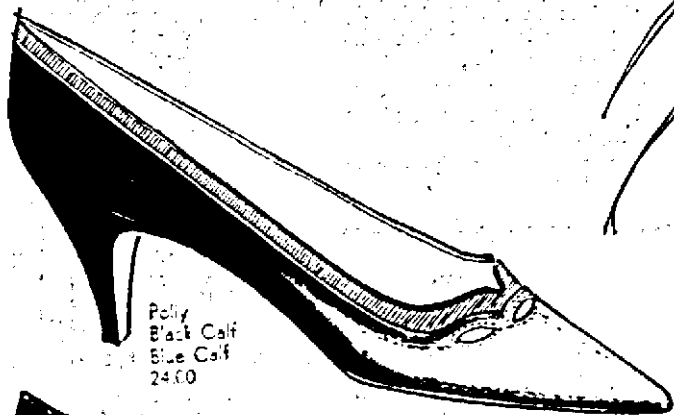
skirt and jacket created from linen-like rayon, both are fully-lined and crease-resistant and washable. Shell blouse is silk-like acetate. suit comes in white, pink, aqua or yellow.



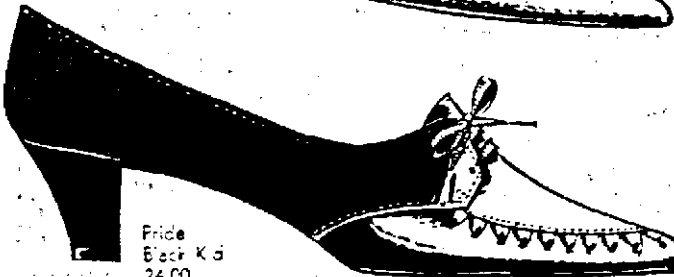
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Black Calf  
Blue Calf  
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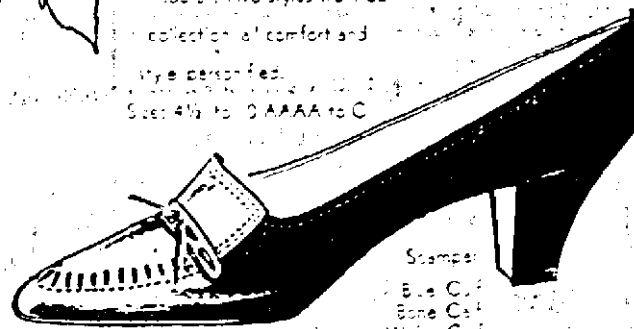
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Beautiful new styles each with foot savers' exclusive short lock last... the fitting secret! Five styles from our collection of comfort and style personalities.  
SIZES 4 1/2 to 9 AAAA to C



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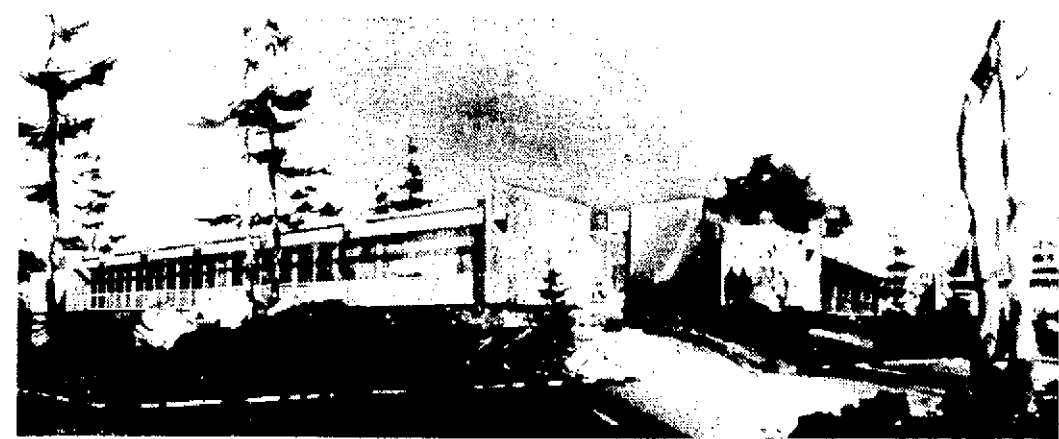


# Hospital Area Looks Different Now

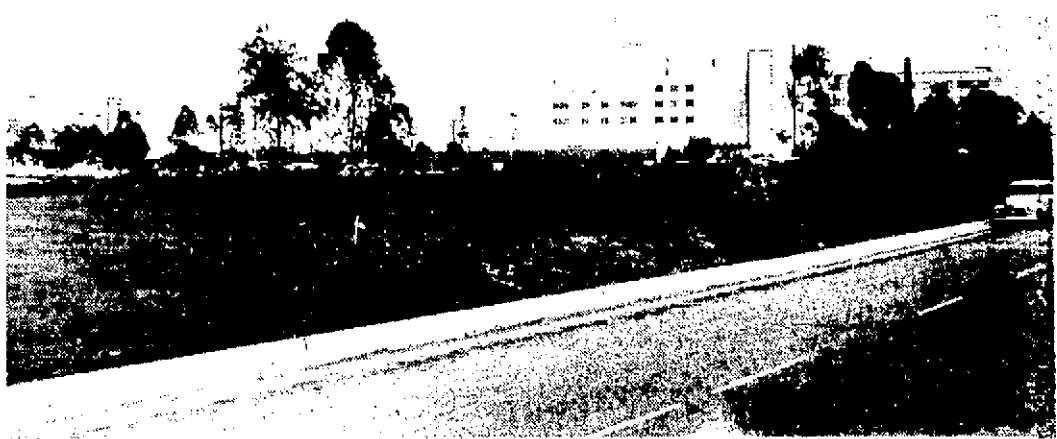


PHOTOGRAPH ABOVE, taken in March 1957, shows vicinity now occupied by Memorial Hospital of Long Beach, 2801 Atlantic Ave., which only Friday broke ground for a \$2,220,000 expansion program. View is looking eastward toward Atlantic Avenue, seen in left of photo. Area was known as the "frog

pond" district, with oil sumps and oil equipment. Picture provides striking illustration of how private enterprise improvements—such as Memorial Hospital, recognized as one of the best equipped in the West—can upgrade a community and stimulate other developments as now seen in the area.



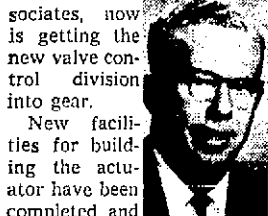
ARCHITECT'S SKETCH at left above shows Memorial West, new unit to be built at Memorial Hospital. This will be on west side of main hospital building and front along Long Beach Boulevard. Photo at right shows west side of present hospital. Area at left in photo will be site of Memorial West, which will focus on advanced care services. The expansion program also includes an underground concourse beneath the doctors' parking lot and connected to the main hospital. This will be a therapy and reha-



bilitation facility. Memorial West project architect is William A. Lockett AIA and interior design is being done by Maria Bergson Associates. Low bidder on Memorial West project was Willens & Bertisch Co., Inc., of 1813 Wilshire Blvd., Los Angeles, at \$2,220,000. Job will include construction of second story 'shell' on new unit to facilitate possible future expansion. The second story will not be finished on the interior at this time. Only \$400 separated the two lowest bids on the overall job.

## L.B. Firm Gears Up New Valve Control Division

Featuring production of a Beach. From 1956-59, he was remote control valve actuator chief engineer for the Tork-Master division with Harvill Cavins Co., 2854 Cherry Ave., recently acquired by Harry Dawson & Associates, now is getting the new valve control division into gear.



Harry Dawson

New facilities for building the actuator have been completed and a new catalog is fresh off the press. The Cavins Co., founded in 1929 by Paul and Omar Cavins, now retired, purchased the Tork-Master division from ITT-General Controls of Glendale.

PRESIDENT DAWSON has had long experience with valve actuators. From 1954-56, he was employed by Pacific Valves, Inc., of Long

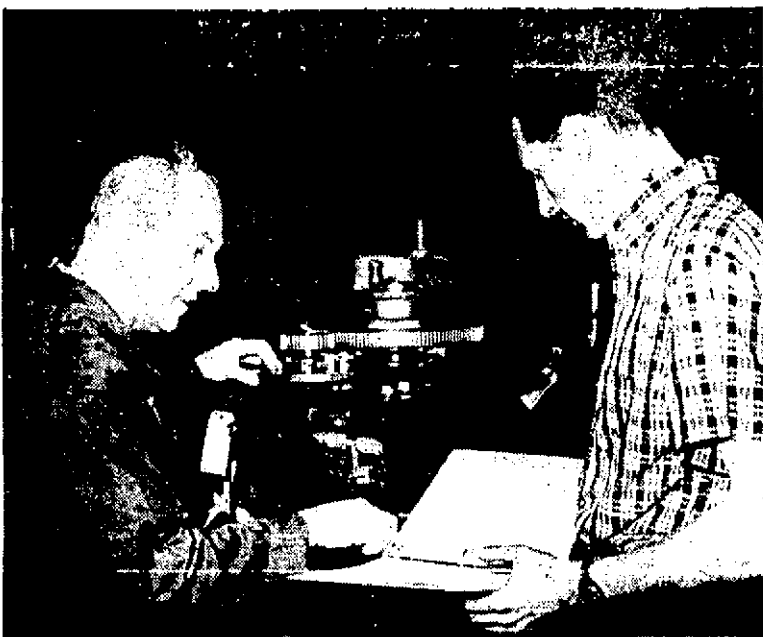
Beach. From 1956-59, he was chief engineer for the Tork-Master division with Harvill Cavins Co., 2854 Cherry Ave., recently acquired by Harry Dawson & Associates, now is getting the new valve control division into gear.

Now with the Cavins Co., too, is C. L. 'Bud' Allard, who has been with Tork-Master for 14 years.

By use of the Tork-Master, it is possible to open and close valves many miles from the control center, be it in the hot desert or cold areas.

OIL COMPANIES, especially Standard and Union Oil, are big users; but numerous types of pipe operations also employ valve actuators.

Special instruction schools are held at the Cavins plant so operation procedures can be taught to representatives of firms using Tork-Masters. The plant makes a variety of instruments and devices related to the oil industry and other pipe users.



Staff Photos by Chuck Sundquist

### MASTERING TORK-MASTER

Al Amelotte (left) of Cavins Co., Long Beach firm, instructs Robert Sutherland on intricacies of Tork-Master valve control unit, shown here. Company holds classes for customer representatives to teach operation of device.



TONY CAMMARANO OPERATES MILLING MACHINE

## SOUTHLAND PROGRESS

★BUSINESS-REAL ESTATE-INDUSTRY★

LONG BEACH, CALIF., SUNDAY, MARCH 21, 1965

SECTION R—PAGE 1

### 'NEW IMAGE' SEEN

## Signal Hill Manager Hails City's Future

By VERN ANTHONY  
Progress Section Editor

A "new image" for Signal Hill and a future which will see costly residences on choice view sites was portrayed by Fred Baxter, Signal Hill city manager, in a talk before Long Beach Rotarians last week.

Speaking at a Rotary Club luncheon in the Lafayette Hotel, Baxter, colonel in the Air Force Reserves, hailed changes in Hill thinking from what he termed the "public be damned" attitude developed, he said, after discovery of oil there in 1921—when oil interests took over. Recognizing the great value to the area of the oil business with its industrial look, Baxter said people now want to have the city cleaned up and

"WE HAVE a whole new attitude in Signal Hill," he added.

He explained that a new city code specifies that all permanent type oil derricks must be removed by June 30, 1966.

Baxter said "in the future you will see a beautiful city on the Hill . . . it will be covered with beautiful homes."

He said Signal Hill of the future would blend in well with Long Beach, which surrounds it; and he lauded co-operation of Long Beach officials in Signal Hill's new-look efforts.

OIL INTERESTS have 77% of Signal Hill land and 43% is vacant, Baxter said.

There are 837 oil wells in Signal Hill and the average production now is only some 12 barrels a day.

With production dwindling, the manager sees gradual release of more land by oil companies and increased residential and business building. He said some city lots selling not many years ago at \$250 now are at the \$20,000 level.

"Last year, our budget exceeded a million dollars for the first time," Baxter said. He cited recent progress in improving city streets and city equipment, and plans for better streets and elimination of "junky" areas.

SIGNAL HILL was incorporated in 1924 as a "special purpose" city. Baxter explained—in this case a city focused on oil production interests. Now, he declared, the image is changing.

He hinted at potential developments, citing one firm's plans for eventual construction of a 26-story high-rise with a revolving restaurant on top.

Signal Hill, Baxter predicted, is going to be the Nob Hill (San Francisco's swank spot) of Southern California.



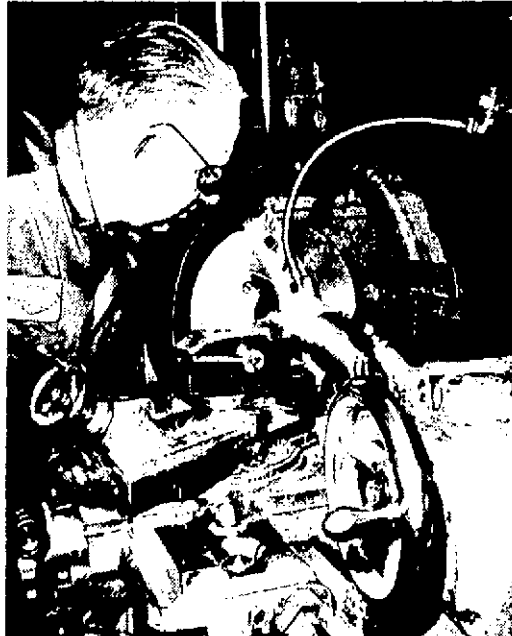
### MEASURING DEVICE

This Depthometer is one of products at Cavins Co. plant. It is used on cable in well measurements and weighs only 10 pounds. Randy Richards demonstrates operation.



### 'JUNK' PILE

One phase of Cavins Co. operations is recovery of objects dropped into casings. This pile of 'junk' is sample of things sucked out to clear pipes again.



RAY SAMPSON WATCHES CLOSELY



### IN DRAFTING DEPARTMENT

Cavins Co. has own drafting department. At work here are Gunnar Carlson (left), engineer, and Dave Weir, draftsman.



# The Big Wardrobe Buildup!

- the Suit
- the Knit
- the Costume

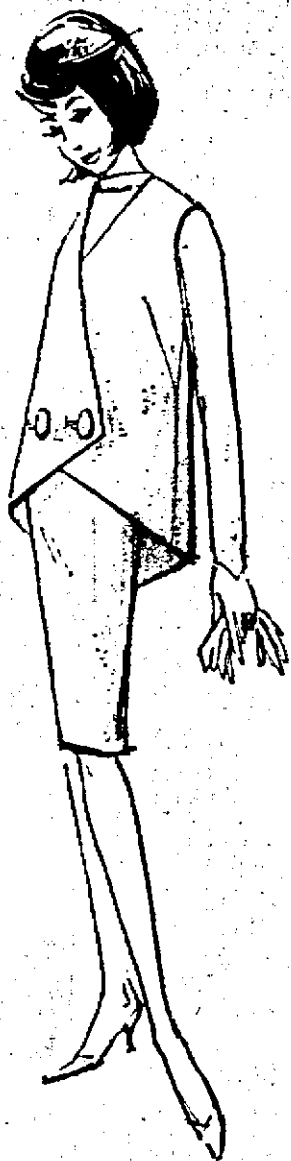


The Costume:  
1965 Wardrobe  
Builder-Upper

One and one builds a stylish costume for spring. Straight and narrow coat is cover-up for slither of a dress that blossoms with floral sprays. In beige and brown, blue and beige combinations. At Foreman and Clark, 144 Pine Ave.

Cutaway  
in Royal  
Style

Crepe costume with princess lines for reigning beauty. Laminated crepe contour cutaway jacket gives lined long-sleeved dress a crowning touch. Colors are beige, black, pink or yellow. By Eisenberg of California; at Gene's Smart Shop, downtown Long Beach, Buena Park, Costa Mesa and Compton.



On the  
Avenue—  
Anytown

Cosmopolite chic, elongated elegance—combined in designer model suit by Don Loper. Of imported raw silk tweed, costume comes in natural and green; features new longer-length jacket. At Vinson's, 4500 Atlantic Ave., Bixby Knolls.



Go Modern, Go Knit

Slim silhouette knit ensemble by Kimberly zips at neckline—has side-swept, flip-tied collar. Of wool and mohair, overblouse and pencil skirt go everywhere in self-assurance. In Julietta blue at Mullen and Bluett, Lakewood Center.

**Capture Springtime Beauty at Hammond's**

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**EVERYONE'S CATCHING 'SLING FEVER'**

**Give Me Wide Open Spaces**

The frankly feminine mood for spring has brought back the curve—even in shoes. The pointed toe has finally given way to a new, rounded crescent that is not only more comfortable, but more attractive.

The rounded toe will share honors with a squarish blunt toe in walking shoes and the completely open toe for dressy occasions.

Leather sandals, sling backs and strapped pumps will provide the airy look for spring. In fact, we're all about to have a large dose of sling fever. Sling-back pumps in a gay array of contrasting colors and textures will flatter the foot day and evening.

CONTINUING favorite for daytime is the "Chanel" sling in smooth leather with contrasting color and leather texture across the tip.

Slings with cut-outs at the vamp or sides may be dressy in suede with slim, mid-heels or casual in brushed or grained leather set on a wide low heel.

Although the emphasis is on a more exposed look in footwear, the pump is still with us, pared down with shelled-out sides and cut-out instep.

**THIS YEAR**, patent leather is noncreasable and is available in a variety of finishes, including a "see-through" aniline patent.

Thanks to a new finishing process, suede is now dust-proof. And leathers can now be had printed, waxed and antiqued. There are elegant embossed leather shoes that stand in for reptile skins at a third to a quarter of the price.

Colors are bright and clear—no muddy tones. There are vibrant shades of green and red, turquoise, coral and a deep yellow. White and white with black will be big. Pale neutrals and navy will continue their springtime popularity for all occasions.

Heel heights hold mostly to the middle for both day and evening. But there are chunky, set-back heels for casual wear.

There's lots of variety and whatever you choose should give you the supple support needed to get you gracefully through a busy day.

**The Spot for a Big Bag**

There's one essential for plane travel that can't be overlooked—a large handbag. But be sure you get one that is light in weight, such as soft, unlined leather.

**Opulent Fashion TAPESTRY PRINT COSTUME**

The splendor of Oriental tapestry distinguishes this striking Spring costume in crisp acetate and cotton with the look of linen. Slim, fully lined coat with flared sleeves over a go-everywhere, jewel neck sheath in matching solid color. Colors: green or orange. 10-18

36.00

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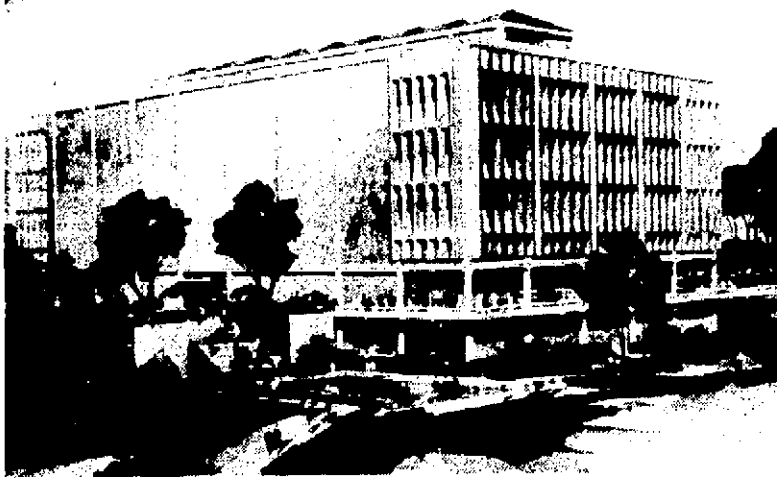
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#### FIRST ADDITION TO IRVINE CAMPUS

Architect Kenneth S. Wing, Long Beach, prepared plans for this five-story, \$5½ million Physical Sciences Building for the University of California, Irvine. Approved last week by the regents, the building will be the first addition to the campus after the college opens this fall.

## \$5½ Million Building on Irvine Campus Approved

Plans for a five-story Physical Sciences Building and for 14 acres of outdoor athletic field have been approved for the new Irvine Campus in Orange County by the regents of the University of California. It has been announced by President Clark Kerr and Chancellor Daniel G. Aldrich, Jr.

The regents approved the schematic design by Architect Kenneth S. Wing, F.A.I.A., Long Beach, for the \$5.5 million classroom, laboratory and office building.

Slated to begin construction in July 1966, it will be located at the south of the central Campus Park and will be the first major building to be added after the campus opens in the fall of 1965.

APPROVAL ALSO WAS given to preliminary plans by Bettler Baldwin and Associates, landscape architects, for outdoor physical education and intramural sports facilities which are to be completed during the fall of 1965.

At an estimated cost of \$428,500 the facilities will include seven acres of turf, open playing fields, intramural baseball and football fields, six tennis courts and

three outdoor volleyball and basketball courts. They will be located to the northwest of the central campus, adjacent to the multipurpose physical education building and near student residence halls. Construction bids will be sought in July 1965.

The proposed Physical Sciences Building will permanently accommodate the departments of physics and chemistry, which will be housed in the natural science building during the initial year. With 186,274 square feet of floor space, the building will provide classrooms and laboratories for 758 students and offices for 66 faculty members.

Exterior design of the reinforced concrete structure will be compatible with academic buildings which are already under construction.

### Officers of 22nd District Exchange Group Installed

McI Mould, Long Beach, Young of Downey, By-Laws Realtor, regional vice president of the California Real Estate Association's 22nd District, installed newly elected officers of the 22nd District's Masters Exchange Group at a luncheon meeting last week.

Installed were Charles Gerber of the Southeast Board as president; Omar Knutson of Montebello as vice president; Fae Matthews of Long Beach as secretary; John Bush of Bellflower as treasurer and John Kalapaca of Compton-Lynwood as sergeant-at-arms.

Appointed as chairman for 1965 committees were: Ned

Hamilton of Whittier, Advisory; Bob Dressendorfer of Compton-Lynwood, Standard Forms and Practices; George

Santy of Whittier, Membership; Omar Knutson of Montebello, Hospitality; Yvonne Nasch of Downey, Publicity; and Yvonne Carney of South-east board as Special Events chairman.

With more people than ever before reported interested in exchanging real estate, the Masters Exchange Group offers its members the possibility of making easier geographical exchanges.

## Spring, Palo Verde to Be Theater Site

The Plazco Corp. of Long Beach announced it will construct a 500-seat theater for the exhibition of films, both foreign and domestic.

The luxurious art theater, to be located in the Long Beach Plaza Shopping Center at Spring Street and Palo Verde Avenue, is slated for a July opening this year. Plazco is headed by Jack Feder, owner of the Roxy Theater in Long Beach, and San Stiefel, veteran state-wide exhibitor.

Kenneth S. Wing, F.A.I.A., is the architect, and representing the corporation are Charles S. Litwin, attorney; Robinson, Weinberger & Co., certified pub-

lic accountants; Lynn J. Raphael negotiated as Realtor.

"Today's emerging cinema form has created an increasingly highly selective viewing audience," says Feder. "Long Beach's growing cultural and educational development calls for a theater that will play quality films produced throughout the world. Our Plaza Theater will be the showcase for these films."

Technical innovations at the Plaza will include the latest in projection equipment; high fidelity and a four-track stereo sound system; a wall-to-wall, super-illuminated wide screen; and deluxe armchair seats.

## Pacific Vegetable Oil Corp. Enlarges Board

B. T. Rocca, Jr., president of Pacific Vegetable Oil Corp., with local facilities at 305 Henry Ford Ave., has announced that, at a special meeting of PVO's Board of Directors, the board recently was expanded from seven members to 10, and that the following new directors were elected:

Robert Di Giorgio, Prentis C. Hale, Charles S. Hobbs, C. E. Strobel and C. Zook Sutton, Jr.

B. T. Rocca, Sr. retired as chairman of the board after 41 years of service with PVO, which he founded; he served as president until 1958 when he was elected chairman. He remains as a board member

with the title of honorary chairman.

THOMAS A. ALLAN and C. Zook Sutton, Sr. retired from the board and were made honorary directors.

Di Giorgio is president and director of Di Giorgio Fruit Corp., and also serves as a board member of Bank of America, Broadway - Hale Stores, Inc., Treesweet Products Co., Union Oil Co. of California, S and W Fine Foods Inc., and Pacific Telephone & Telegraph Co.

Hale is chairman of Broadway-Hale Stores, Inc., and is a director of Bank of America, Di Giorgio Fruit Corp., Union Oil Co. of California, Pacific Lighting Corp., Foremost Dairies, Inc., and First Colony Life Insurance Co.

HOBBS is vice president and director of Broadway-Hale Stores, a director of the United California Bank and Trans World Airlines. He formerly was first vice president of the San Francisco Chamber of Commerce.

Strobel is a financial consultant, in both executive and advisory capacities, and is presently engaged in underwriting, management and reorganization.

Sutton, Jr. is a prominent attorney of the San Francisco Bay Area.

### Bellflower Board to Hear L.B. Man

BELLFLOWER—James A. Edmonds Jr., will be guest speaker at the Thursday breakfast meeting of the Bellflower District Board of Realtors, Bob Reed, program chairman, announced last week.

The meeting will be held at the Student Center, Cerritos College, beginning at 7:30 a.m. with President Ray Smith presiding.

Edmonds has chosen as his subject, "Views Concerning the Current Mortgage Market." He is president of City & Suburban Mortgage Co., Long Beach. His firm is an active member of the Mortgage Bankers Association of America and he just returned from the annual convention of this group, held in Washington, D. C.

In addition to the guest speaker, Paul Williams, chairman of the Multiple Listing Service of the board, will present a five minute talk on the service.

### Insurance Man Gets Promotion

Bernard "Jim" Gleason, was named supervisor of the Jefferson Standard Life Insurance Company's Long Beach office last week, according to James H. Hubbard, manager.

Gleason has an outstanding record as a career life underwriter with Jefferson Standard since joining the company in 1958.

A native of Holyoke, Mass., he is a veteran of World War II and the Korean conflict. He served 20 years in the U.S. Navy, from which he is now retired. Gleason is a member of the First Methodist Church-Garden Grove and is a member of the Long Beach Association of Life Underwriters. He lives in Anaheim with his wife Barbara and their three children.

### Named Distributor in Long Beach Area

Jack Spradlin, well known television sales representative in Long Beach for 11 years, has been appointed exclusive Packard Bell distributor for the Long Beach area.

Spradlin has spent the past nine years with RCA in the Long Beach market, and he was sales manager for Admiral the two years previously.

The appointment was made officially February 15th by the Packard Bell Sales Corporation. The offices and warehouse will remain at 7705 Jackson St., Paramount.

### NLB Realty Club to Hear Corbett

"What your city is looking at for future development of your city" will be the subject when Pat Corbett speaks before the North Long Beach Real Estate Club Thursday.

Corbett, councilman for the ninth district of Long Beach, will be introduced by Ralph Tenney. The Club meets at the Crown Bowl at 8 a.m.



#### ANOTHER TRADE CENTER STARTED

Work has begun on this International Trade Center building on Sepulveda Boulevard just south of the Los Angeles International Airport.



#### GOING UP IN PASADENA

This is how new 11-story Trade Center Building will look when completed in Pasadena. Construction is under way.

## Building Material Dealer Conference Set June 3-6

Ralph H. Hilton, managing director of the California Building Material Dealers Association, recently announced preliminary plans for his organization's first Mid-Year Conference to take place at the Highlands Inn in Carmel, June 3 to 6.

Prime business sessions will be held on Friday, June 4, and on Saturday, June 5, with the schedule including reports from the following CBMDA committees: membership, industrial relations, insurance and safety, legislation, policy-industrial problems of direct selling, drywall problems and management problems.

Hilton also reported a full social schedule for members and their wives — including golf, horseback riding, social hours, banquet and a special

### Callaway Charter Member of CPEs

A recent report from the California Real Estate Association naming Certified Property Exchangers in the Long Beach area omitted the name of Clint Callaway, who lives in Downey.

Callaway, now with Moore Realty at the 3745 Long Beach Blvd. office, was a charter member of the CPEs, a specialty classification in the real estate business. He previously worked at Hawthorne.

## Harbor Firm Begins Third Trade Center

Construction began last week on the 12-story "International Trade Center" located at 888 Sepulveda Blvd., one block south of Los Angeles International Airport.

The \$6,500,000 structure will be tallest office building in the fast-growing airport area.

"International Trade Center" is a project of San Sebastian Development Co., San Pedro, builders of Pacific Trade Center at San Pedro and Pasadena Trade Center in Pasadena, both 11-story office buildings. The Pasadena building is under construction at 3452 E. Foothill Blvd.

BY THIS FALL, completion date for "International Trade Center," San Sebastian will have added a total of 34 stories of new office buildings to the Los Angeles skyline, for a total of nearly 400,000 square feet of new office area.

"International Trade Center" will occupy the southeast corner of the Sepulveda Boulevard and Walnut Avenue intersection.

The first two floors of the building will provide 40,000 square feet of rental area, including facilities for a bank, restaurant and retail shops.

The 10-floor tower will provide over 9,000 square feet of office space per floor.

### L.B. Morris Plan Men Get Posts

Reilly P. Stearns, assistant manager of The Morris Plan of California's Long Beach office, 213 Long Beach Blvd., has been elected an assistant secretary by the board of directors in San Francisco.

Stearns joined Morris Plan's Long Beach office in June, 1963. He began his career with the company in 1960 in the San Diego office, after four years with General Dynamics Corp. He lives at 5834 Dashwood in Lakewood.

John A. June of 1902 Pattiz Ave., Long Beach, manager of the Morris East Los Angeles office, 5312 Whittier Blvd., was elected an assistant vice president.

*Preview*  
**NEW**  
**1965**  
**MODEL**  
**HOMES**

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*Paradise Living*  
*City*  
*of Long Beach*

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Adjoining Virginia Country Club is an exclusive area of Long Beach, each unit stands alone and elegant. Private gate entrance on the main (on an individual life).

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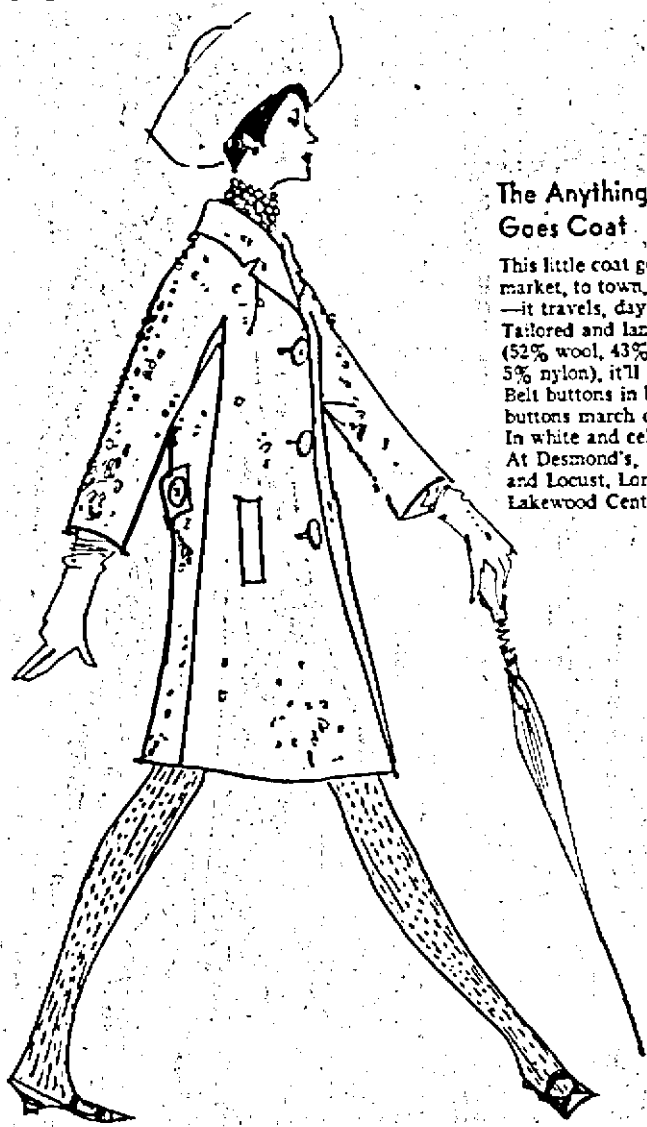
# Zingy Plaids and Textured



## For Never Staying at Home

A simple knit sheath that takes you around the town, around the clock. Of nubby, textured knit, it's always ready to go. The colors: turquoise, natural, yellow or pink.

By Serbin: at Town and Country Fashions, 4129 Long Beach Blvd.



## The Anything-Goes Coat

This little coat goes to market, to town, to country—it travels, day and night. Tailored and laminated (52% wool, 43% mohair, 5% nylon), it'll shed rain. Belt buttons in back, buttons march down front. In white and celery color. At Desmond's, Broadway and Locust, Long Beach and Lakewood Center.



## The Snap and Crackle of Plaids

Model Gerda Sutton will sail through the season in this ensemble (above) sporting continental look... cut-away jacket and all. The 'shell' of a blouse in black crepe, is a 'break-away' from the black and white plaid of jacket and matching skirt... 100% cotton. By Norman Todd of California; at Greta's, 5012 E. 2nd St., Belmont Shore.

### for Easter

You'll love the dresses from

## LITTLE PRINCESS FROCKS

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Complete Selection of Fashions for the Little Miss, Sizes 7-14 FROM \$1.98 TO \$22.98

## A SHEER REVOLUTION

# Nothing Is News in Underfashions

What's news in underfashions? Nothing—well, the LOOK of nothing, that is.

Really, it's sheer revolution. Slips you see through, totally transparent bras, foundations that are next to naked, all shape a new, nearly-nude you for Spring.

Take bras, for example, Gernreich's 'No-Bra' bra really "hooked" the ladies with its feeling of new foundation liberation.

And now it's being topped by a topless—a "No-Front" plunge all-in-one; a backless

—"No-Back" beauty with persuasive sides and whisp of a front; a sans sides—"No-Side" nearly backless bandeau.

IN ALL transparent tricot bust cups are entirely seamless, ingeniously cut part on the bias, part on the half-bias, with just a tiny dart to consolidate the cup shape.

Another innovation in the big bra liberation is Maidenform's aptly named "Sweet Nothing." A prime example of today's free-form foundation, it's a daringly deceptive, nude-colored nylon net bra with lots of support.

Designed as a weightless wonder, it sweetly gives the lightest, most comfortable, lady-like and lithe look possible—perfect for wearing under clothes with that pared-down feeling.

The result of all this unseen subterfuge: a big yes for the "sweet-nothing" clothes.



## Sheer Support

"Sweet Nothing," Maidenform's merely there nylon net bra—in nude coloring—offers sheer and subtle support.

## Scarf Illusions

Scarves dress up and change the appearance of any simple dress. One way to add variety is to wind the scarf through the strands of a neckline.

## Versatile Mule

Women have long gotten a kick out of the mule for glamorous relaxing. For spring, the mule comes out of the lounge and into the living room in the form of an open back shoe styled for both daytime and evening wear.

# Do your permanents last as long as they should?



## Machine\*, Machineless\* or Gold Wave PERMANENTS

\*Seams rich lanolin oil into hair shafts, reconditions as it curls. Ideal for all types of hair—long, short, coarse, fine. No limit on curls.

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New Season  
fashions

## The new-season look in beautiful blouses

100% Cotton broadcloths and cotton oxfords. In beautiful new Spring colors—solids, prints and checks. All types of collars, all with roll-up sleeves. Sizes 32-38.

# \$1

## The new-season look in beautiful stretch capris

75% Cotton, 25% nylon. Expandra stretch denims with back zipper, tapered legs, regular waistband. Faded Blue, Red, Wheat or Navy. Sizes 10 to 18.

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# WOOLWORTH'S

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5206 Lakewood Blvd.  
Lakewood Center

2148 Bellflower Blvd.  
Los Altos Center  
17122 Bellflower Blvd.  
Bellflower

## Spring shoes are fun!



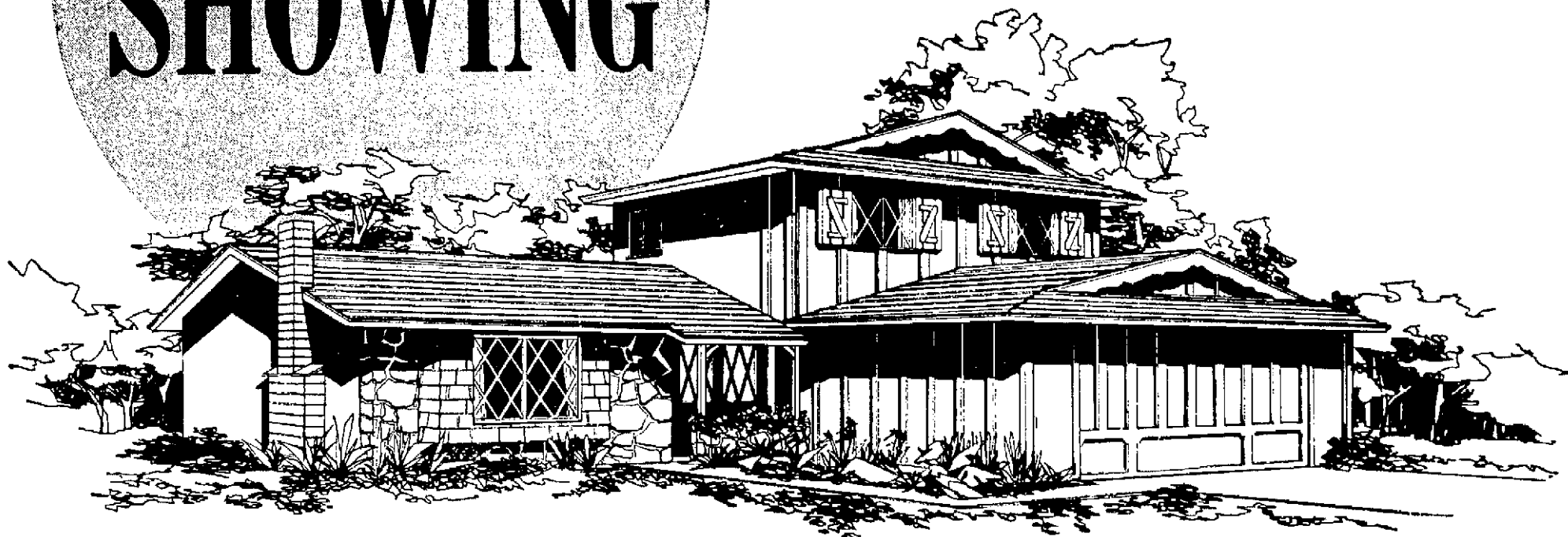
And QualiCraft Casualets are the most fun! Choose cutouts and straps, flirty bows and wee heels; smooth and crushed leather and reptile-grained uppers in white, bone, pastels, black. They're outstanding values, too, at just \$3.99 to \$5.99.

# Leed's QualiCraft Casualets

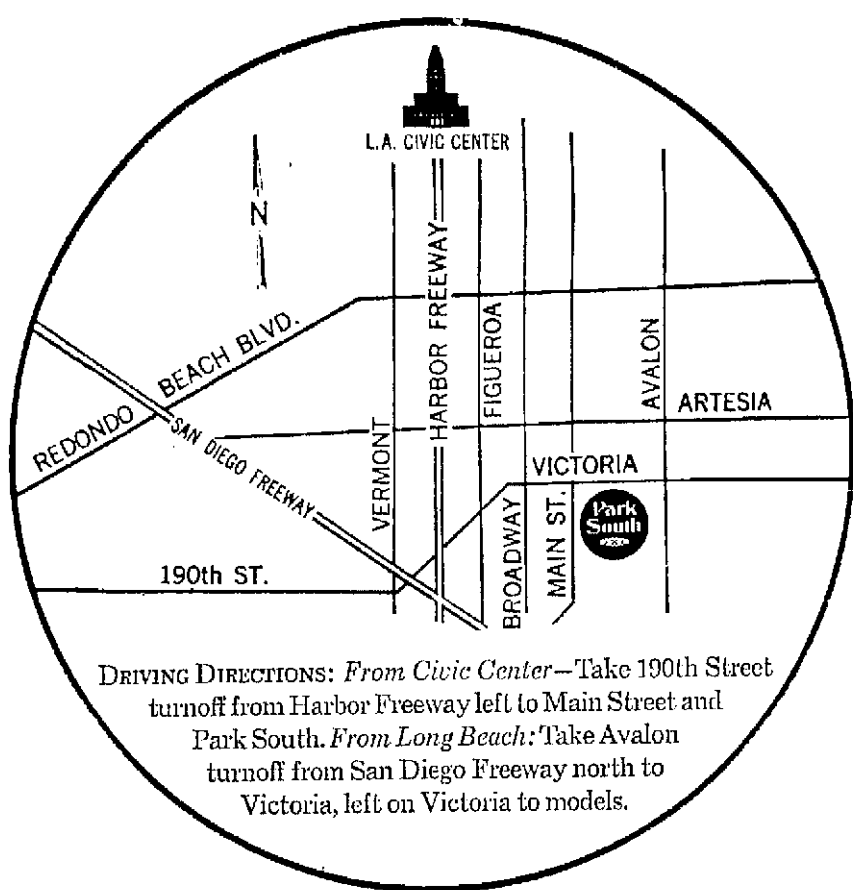
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**For Going Out on the Town**  
Glamor fashions first-nighters under glittering chandeliers... a svelte silk print by Harvey Berlin in shadings of blue and white, short sleeved and sash belted. The 1965-isms: an expertly controlled skirt panel... the swish of a matching scarf. The stole, straight and seamless, is elegantly designed of natural dawn Autumn Haze Mink. Available at Buffums', Pine at Broadway.



## JUMPSUITS AND FLOUNCY PANTS

### The Latest in Home Decorations

To lounge, one needs a jumpsuit, a pair of pants, a swingy coat.

Spring at-home fashions definitely have zing. Many shout a look of Spain — plunging necklines, ruffles and garlands of feathers give lots of bravo to leisure wear.

Pants sweep in for after-work hours, in a variety of styles: figure-skimming, slim-lined, bell-bottomed, sometimes clinging all the way to the ankles.

Spring enters in a wave of ruffles in short and long loungers — collar ruffles,

hemline ruffles, sleeve ruffles, hipline ruffles.

The "Lady of the house" look is a look of on-the-go beauty — ruffled and bowed with soft prints and dots appearing in fancy pants, jumpers, long pencil shifts and empire-waisted full loungecoats.

The youngest loungers, in above-the-knee lengths, have a little girl look of fun—they're styled playful in plaids, prints, stripes and dots.

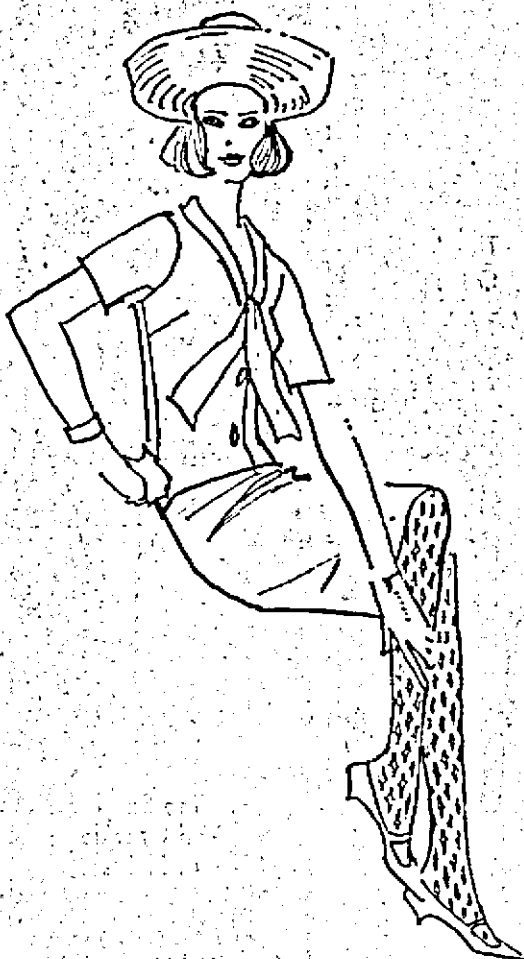
Indian influence shows up

in some at-homers, complete with turbans, leggy pants, tunic tops and shaped long jackets.

The at-home mood is a party mood. Give one. Go to one. Above all, dress party style.

### Jumpsuits Leap into Spring!

Loungers will like the great wide way of spring's pants. Here, wild and wonderful, they're jump suited for style. In wash 'n wear polished cotton of rose and blue print or paisley and snowflake pattern. At Mode O' Day, 517 Pine Ave.



### Classy Fit in Knit!

Stylish combo—a two-piece knit by Ricano... ¾ sleeves, the dash of a tie at the neck. Top interest: sassy sewn roller by Oleg Cassini (wear to the back of the head, please!) in black, bone and white. At Regency Room, The Broadway, Los Altos Shopping Center.



### Shirred 'n Scrumptious

Our elegant A-line pump in luscious kidskin. The colors are really yummy: alabaster, pale pink, hot pink, powder blue, white, navy or black. From our Scasini collection at 1299

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by David  
for her

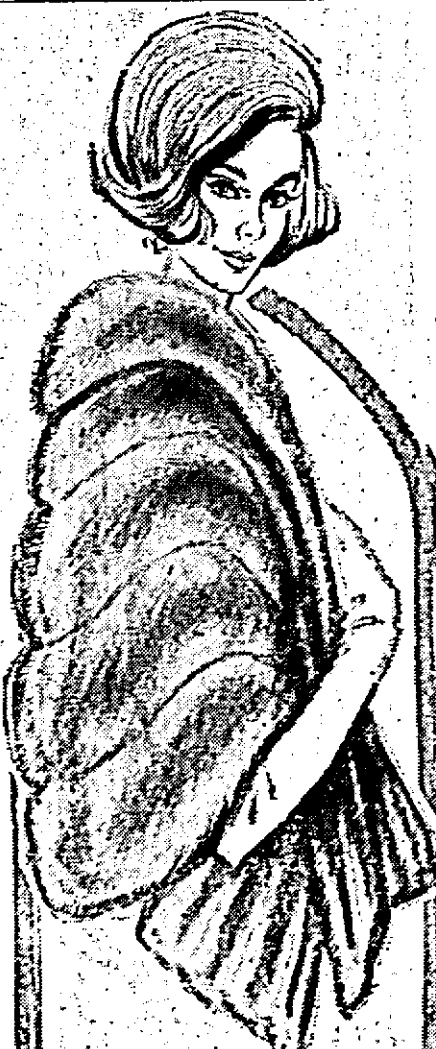
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## Fashion's choice for Spring

Spring means a pretty new outfit and for the fashionable woman a new hair style—a look of gentle femininity means hair must have a natural body... get that look now at any one of the Long Beach Hairdressers' Guild shops today.

### HAIR STYLING

Hair styled by artists chosen by the International Beauty Congress to style the hair of the most beautiful women in the world.

### HAIR CONDITIONING

Help yourself to a more glowing, glamorous head of hair by having our expert conditioning treatments.

### PERMANENT WAVING

A good permanent must be strong enough to control the hair but gentle enough to protect it from damage. The experience of our well trained operators is your insurance.

### COMPLETE WIG CARE

Your wig is an expensive and fragile accessory which should be entrusted only to a cosmetologist specializing in complete wig care.

### SHAPING HAIR

is the very foundation of good hair styling and should only be done by our experienced artists.

### HAIR COLORING

Nature's only rival—hair coloring so natural that only her hairdresser knows. 80% of today's well groomed women use hair color. Why not you?

### MANICURING

The most neglected item of beauty care. Madam, have you looked at your hands lately? Others do.

### THE LONG BEACH HAIRDRESSERS' GUILD

You can patronize any of these member shops with complete confidence. Why don't you make an appointment—THIS WEEK?

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### LYLE'S EXCLUSIVE COIFFURES

57 Atlantic Ave. — Phone 437-3583

### VER-NON BEAUTY SALON

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### JERRY'S HOUSE OF BEAUTY

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### BOB CROSS BEAUTY SALON

2047 Pacific Ave. — Phone 591-5206

### MERCER BEAUTY SALON

4304 East 2nd Street — Phone GE 3-7453

### RENO'S HAIR DESIGNING STUDIOS

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2929 East Broadway — Phone GE 9-8419

### STYLES BY STEPHEN

4100 East Anaheim — Phone GE 9-4620

### DARRIN SHIELDS

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### RICHARDS BEAUTY SALON

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### JAMES HUGGINS

1516 N. Tustin Ave., Santa Ana — Phone 2-7463

### KANE'S BEAUTY SALON

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### DAL-JE COIFFURES

13948 Bay Blvd.  
Leisure World Shopping Center  
Phone 431-3553

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### JOE COLLINS

1223 South Street — Phone GA 3-0029

### HARRI'S BEAUTY SALON

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Phone NE 2-3557

### ROBERT'S HAIR FASHIONS

4232 Atlantic Ave. — Phone GA 7-7977

### JOHN PAYNE BEAUTY SALON

551 South Lake, Pasadena — SY 6-5346

### WM. TUGGEL COIFFURES

4103 E. 5th — Phone 429-9181





**'BE ALERT! SAFETY IS NOT AN ACCIDENT'**  
Paul Becker (left), supervising safety representative for Independent, Press-Telegram, presents B. W. Ellis, composing room employe, with a transistor radio for his winning slogan "Be Alert! Safety Is NOT an Accident" in safety slogan contest held recently in newspaper plant. At right is Stanford Stanley, I. P-T general safety chairman.

## Research Committee Leaders Announced

Peter H. Ulrich, vice president, Southern California headquarters, Bank of America, N.A., has been elected chairman of the Residential Research Committee of Southern California, J. Byron Cole, of Cole Realty Co. and outgoing committee chairman, announced Saturday.

Elected to serve with Ulrich were: Jack W. Leonard, Bank of America, vice chairman; and Joseph R. Brown, Jr., Title Insurance & Trust Co., secretary-treasurer.

George T. Clark, of Security First National Bank, Head Office, was named chairman of the Survey Subcommittee to prepare the committee's Quarterly Reports.

The Residential Research Committee of Southern California is a non-profit community organization for the development and distribution to committee members of factual information on conditions affecting housing, mortgage lending, construction and related aspects of real estate in Southern California.

## CREA Backs Amendment Plan

The 49,000-member California Real Estate Association went on record recently as supporting a federal constitutional amendment allowing one house of state legislatures to be elected on a basis other than population.

Some 1,000 CREA directors, meeting at Anaheim, adopted a resolution to that effect and commended the California State Legislature for its position regarding the proposed federal amendment.

## Administrative Group to Meet

"There's communications—then again, there's understanding," will be subject of a talk to be given before the Administrative Management Society dinner meeting Tuesday.

Speaker will be Eric J. Smith of Smith and Hemmings, a Los Angeles specialist firm, which designs, writes, produces and mails direct mail sales promotion programs for 146 California organizations.

Smith was born in Huddersfield, Yorkshire, England, and now lives in Pasadena.

The meeting will be at the Lafayette Hotel, with a social hour starting at 6:30 p.m. and dinner at 7. Al Hopkins, president of the local chapter, will preside.



ERIC SMITH

## EMPHASIS ON BIG 'I'

# Independent Insurance Group to Hear Banker

Improved public awareness of the big 'I'—emblem of the Independent Insurance Agents Association of Long Beach—will be stressed at a Monday luncheon meeting of the group.

Ernest J. Young, Bank of America vice president, will be featured speaker of the program at Hoefly's restaurant in Belmont Shore.

Young will emphasize the importance of image and identification in relation to the big "I". He will point out that the image created by the big "I" identifies not only the group itself, but also the quality of its product.

"ANY COMPANY'S image is, in the long run, measured by its performance," Young says in an advance copy of his address released to the Independent - Press Telegram. "Unless you live up to the promises you make, nobody is going to come back for seconds."

Speaking of the similarity between development of trade



ERNEST J. YOUNG  
Speaks Monday

names and trade organizations, Young points out that each was begun as a means of identification and then went on to the ensure quality in a product or service.

AS MORE AND MORE people come to recognize the big "I" as identifying the group and its quality, Young states, "you won't have to waste time telling them who you are—rather, you can concentrate on the particular services that you offer."

Stating that the Bank of America, although widely known, spends about \$6.5 million annually on advertising, Young says:

known, spends about \$6.5 million annually on advertising, Young says:

"You want to tell the public that you are open for business, that you can handle this business better than your competitor and that you offer certain specialized services."

"THE PROBLEM, as I see it, is that because you are each independent agents, you cannot individually afford the large sums of money required for such a program. And yet, because of the useful and beneficial functions that you do perform the public must be made aware of your existence."

"This, of course, is where the big 'I' comes in, and I must say that I think it has been doing a very good job."

The San Francisco-based Young is vice president in Bank of America's Business Relationships Department, which he says "concentrates on making ourselves known to the people of California who might be interested in doing business with us."

Before joining the bank he was executive director of the Sacramento Area United Crusade for five years, and also held top posts in Community Chest and United Fund work in cities on both east and west coasts.



## EVENING HOURS FOR BANKING

Extension of a Bellflower bank's hours to 8 p.m. Fridays to enable shop and office girls, factory workers and housewives to bank without interfering with their busy day routine was hailed last week by Linda Wentworth, president of the Bellflower TGIF ("Thank Goodness It's Friday") Club. "The club," she said, "is also tickled with daily walk-up drive-up window banking service from 9 to 5 p.m. It's about time someone realized banking hours should be for the public," she said, as she planted a "thank you" kiss voted by the club on the cheeks of Charles A. Victory, Bellflower National Bank president, shown here with her.

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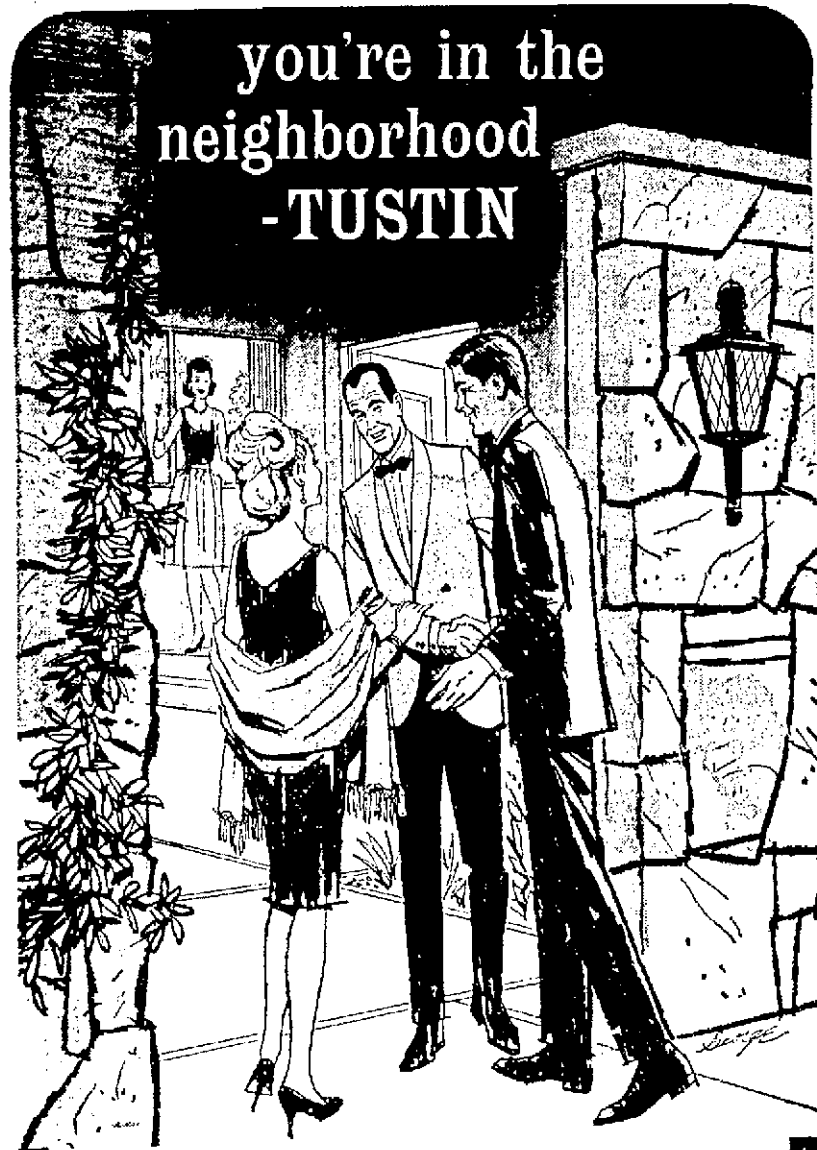
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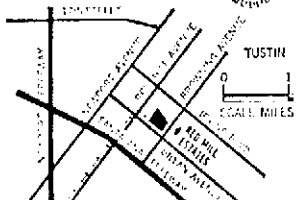
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## MIX, CLASH OR BLEND

### Color Spring Right!

To match your own personality and materialize an exciting color wardrobe this spring, follow these four color guides:

1. For "the big sports": mix them!

Take equal parts of exciting new colors like watermelon, tenebril green and true blue—mix them thoroughly. It's the season's new sports-wear trend toward unexpected combinations of color.

2. For "the ladies": blend them!

To follow fashion's lead toward soft femininity, pick the lady-look shades like lemon ice, new leaf green and capi blue.

3. For the "avant garde": clash them!

Explore the avant garde idea in color. Toss unlikely combinations like papaya (almost a light apricot), candy pink and scarlet together for a look of young bravado.

4. For "the beautiful people": triple or quadruple them!

To win the hearts of the knowing sophisticates, play colors against neutrals... like chamois and parchment with tender pink and ink blue.

Whether you mix, blend, clash or triple them... whether you go for the subtle tones, the brilliant pastels or the primaries... color your wardrobe to match YOUR individual fashion flair.

## Wigs Boon to Get-Set, Go Crowd

Harried homemakers might take a leaf from a young actress' notebook. How does she make movies, appear on television and radio, city-hop to promote her shows, ride, swim, surf, ski and learn bullfighting and still have time for a full social calendar?

"It takes organization," says Stefanie Powers, who will be seen in the new "Love Has Many Faces." She credits all the sports activity for keeping her figure trim without strenuous dieting.

It also helps her relax. "Keeping busy doing things I enjoy," she explains, "seems to give me more vitality. It's boredom, routine

things that make me tired." ORGANIZATION and a little cheating eliminate a need for frequent trips to the beauty salon when she travels. Miss Powers' traveling companions include three wigs: blond, red and brunette. All are styled differently, ranging from a tousled look to a sultry one.

The hair styles are changed or refurbished by a professional stylist but are "touched up on the road" with a blunt-toothed comb and a light-bodied hair spray.

The wigs (by Fashion Tress) prove a boon during her non-professional outings at the beach or after a fling in the bull ring.



### Quick-Change Hairdos

If blondes have more fun, now is your chance to find out! Louise Parker, shown putting finishing touches to some of latest styles, invites you to try on a human hair wig (blonde, if you want)... then you'll know for sure. At Mr. and Mrs. Wig Salon, 10308 E. Rosecrans, Bellflower.

## For Beach or Ball—the New Look's Ladylike

Lace, the fabric that calls to mind young girls in mantillas and dear Aunt Martha who was dainty at 80, is back in everything from ball gowns to beach attire.

Elegant long gowns steal the entertainment scene at home and on the town. And soft silk, chiffon and pastel shades are everywhere.

Necklines are low, but they're artful and feminine as well as daring. And dresses once again cling where they should cling and fall softly away from the figure when fullness furthers the romantic illusion.

Even bathing suits are cropping up in slinky velvet and dainty lace and are teamed with matching or contrasting long, graceful skirts for poolside lounging.

Beach shifts, long terry cloth capes and short cover-up of dotted swiss and organdy have all but removed shorts and slacks from the resort scene.

Except for sports or gardening chores, pants will be seen less and less on fashion-conscious women. Perhaps we at last feel sufficiently liberated to no longer require this "badge" of emancipation.

I'm all for the new soft look. Pants do serve a purpose, but it's a rare woman who looks her feminine best in them. The few who have the right figure to show slacks to advantage are usually the gals who know enough to dress up when it's

### The Bikini Has Its Cover-Ups

One surf and sand costume that's establishing a new beachhead: The gay three-piece—bikini, wrap-back dress and triangular kerchief—one such is fashioned of blue and white paisley-printed cotton trimmed with white rick-rack. The cover-up closes on the shoulders and has big patch pockets.



### Travels Without Quail

Half-size and high fashion... here in an abstract print that goes, stays crisp 'n' calm. A Classic Lady by Constantine, dress features quartet of pseudo pockets, short sleeves. It's in drip-dry Arnel Jersey—pink or blue. At Modern Woman Stores, Downtown Long Beach, Lakewood Center and Rossmore Center.

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The Handy Store of Long Beach



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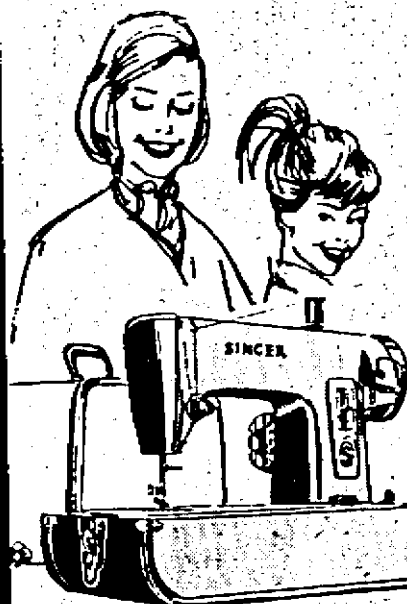
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### CONSOLE!



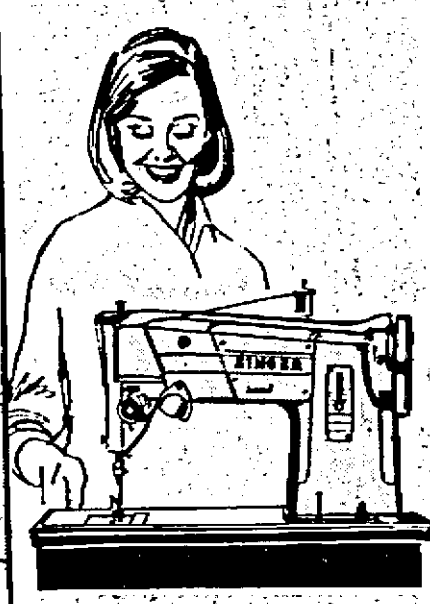
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DOWNTOWN LONG BEACH

644 PINE AVE.  
HE 7-2297

COMPTON  
268 E. COMPTON  
NE 1-5005

BIXBY KNOLLS

4483 ATLANTIC AV.  
GA 3-7919

BELLFLOWER  
17424 BELLFLOWER  
TO 7-4972

LOS ALTOS SHOPPING CENTER

5531 STEARNS  
GE 0-0529

SAN PEDRO  
719 PACIFIC AVE.  
TE 2-7970

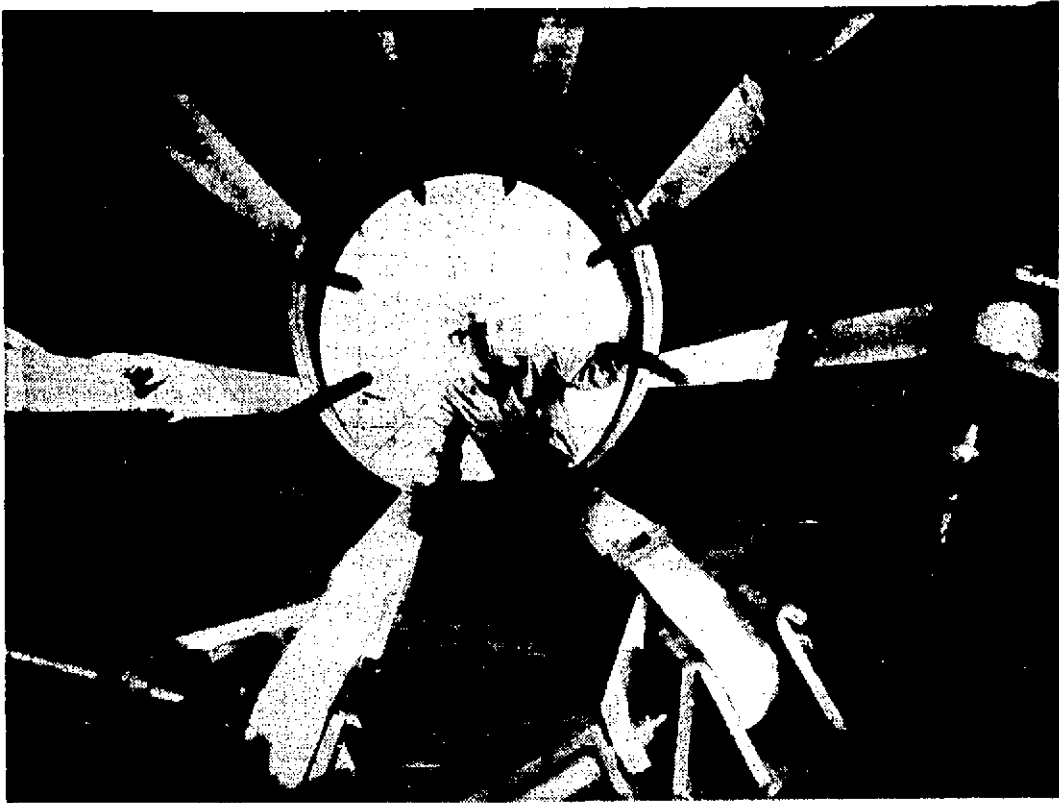
LAKEWOOD CENTER

5100 LAKEWOOD BLVD.  
ME 0-3368

DEL AMO CENTER  
21932 Hawthorne Blvd.  
FR 1-4696

\*A Trademark of THE SINGER COMPANY. Listed in phone book under SINGER COMPANY.





—Staff Photo by CHUCK SUNDQUIST

### BIGGEST OF ITS KIND AND BUILT IN LONG BEACH

Ben H. Fox, owner of Oil Tool Engineering Co., 1444 Gaylord St., Long Beach, looks into huge external casing cutter built at his plant for Reynolds Electrical & Engineering Co., Mercury, Nev. Fox's design was chosen over those of two Houston, Tex., plants. Cutter, biggest of its kind, is seven feet long, and has outside diameter of three feet 5½ inches and inside diameter of 35¾ inches. It will be used by Reynolds Co. on casings in underground atomic testing fields. Cutter weighs 3,100 pounds but can be lowered to about 800 feet depth for cutting casings. It will go around a two foot casing, cut it and recover cut off top section. Cutter can be reused many times by replacing redressed crushed tungsten carbide-tipped arms. It took six weeks to build this cutter. Oil fields are chief cutter users.

### Realtors to Hear Geo. Wakefield

George W. Wakefield, chief assistant counsel for Los Angeles County, will address the Long Beach District Board of Realtors at its Tuesday meeting in the Crown cafeteria. Verne Morrill is chairman of the program to follow the 7:15 a.m. breakfast.

Wakefield is assistant to County Counsel Harold W. Kennedy. Since 1947 he has attended every session of the State Legislature in capacity of legislative representative for Los Angeles County.

### MASONS TO BREAK GROUND

Groundbreaking ceremonies are scheduled at 3 p.m. April 3 for this new Lakewood Masonic Building to be constructed at 5930 Parkcrest Ave. Dignitaries invited include Mayors Robert W. Baker of Lakewood and Edwin Wade of Long Beach. Master of the lodge is Walter T. Kirschner. Gene Richardson is president of the building committee.

### 1,224,000 IN CALIFORNIA

## Economy Bolstered by Retired Citizens

California's retired citizens are making a substantial contribution to their home state economy, according to a national survey of retirement income made at the Arizona retirement community Tucson Green Valley, which is under the sponsorship of

the University of Arizona Foundation.

The state-by-state survey showed that the estimated 1,224,000 retired persons living in California have an annual disposable income of more than one billion dollars, or about 2% of the state's total disposable, or "after tax," income.

This figure, which does not include private pensions, is greater than the total payrolls of each of three great California industries, the study showed: communications and public utilities, agriculture and mining.

According to the study, the U.S.A. has 17,079 million beneficiaries of social security, government employee retirement plans, and private retirement funds and their aggregate annual disposable income is \$18.059 billion.

Another section of the study showed that there is an increasing flow of 65-and-older citizens to retirement communities in mild climates that are beneficial to the health of the older person.

## Home Builders Study Community Planning

In furtherance of its campaign to improve the American environment, the National Association of Home Builders will undertake comprehensive studies of modern community planning concepts.

Planned communities that have been in existence for several years will be studied in order to determine the strengths and weaknesses in their concepts.

One study will be St. Francis Square in San Francisco, a moderate-income interracial development in an urban renewal area. The NAHB is eager to find better means of housing moderate- and low-income families and meeting housing demands for minority groups.

A workshop in June and a conference in the autumn have been scheduled to consider results of the studies. Both sessions will be in the National Housing Center, NAHB headquarters in Washington, D.C.

### Two Homes for 10%

Ten per cent of all families are thinking about buying a second home, according to a survey conducted by the University of Michigan's Survey Research Center.

NAHB will also undertake to inform builders, planners, sociologists, government officials, and educators of the problems of environment design through local meetings and publications to be circulated to home builders associations throughout the United States.

### Franco Succeeds Chas. Campbell in REA Office

Charles H. Campbell, vice president, Pacific Region, of REA Express since 1961 and a veteran of 45 years in the express business, has retired and is succeeded by Robert J. Franco, assistant vice president.

Campbell was honored in San Francisco at a testimonial dinner, attended by express company friends and leading San Francisco area civic and business executives.

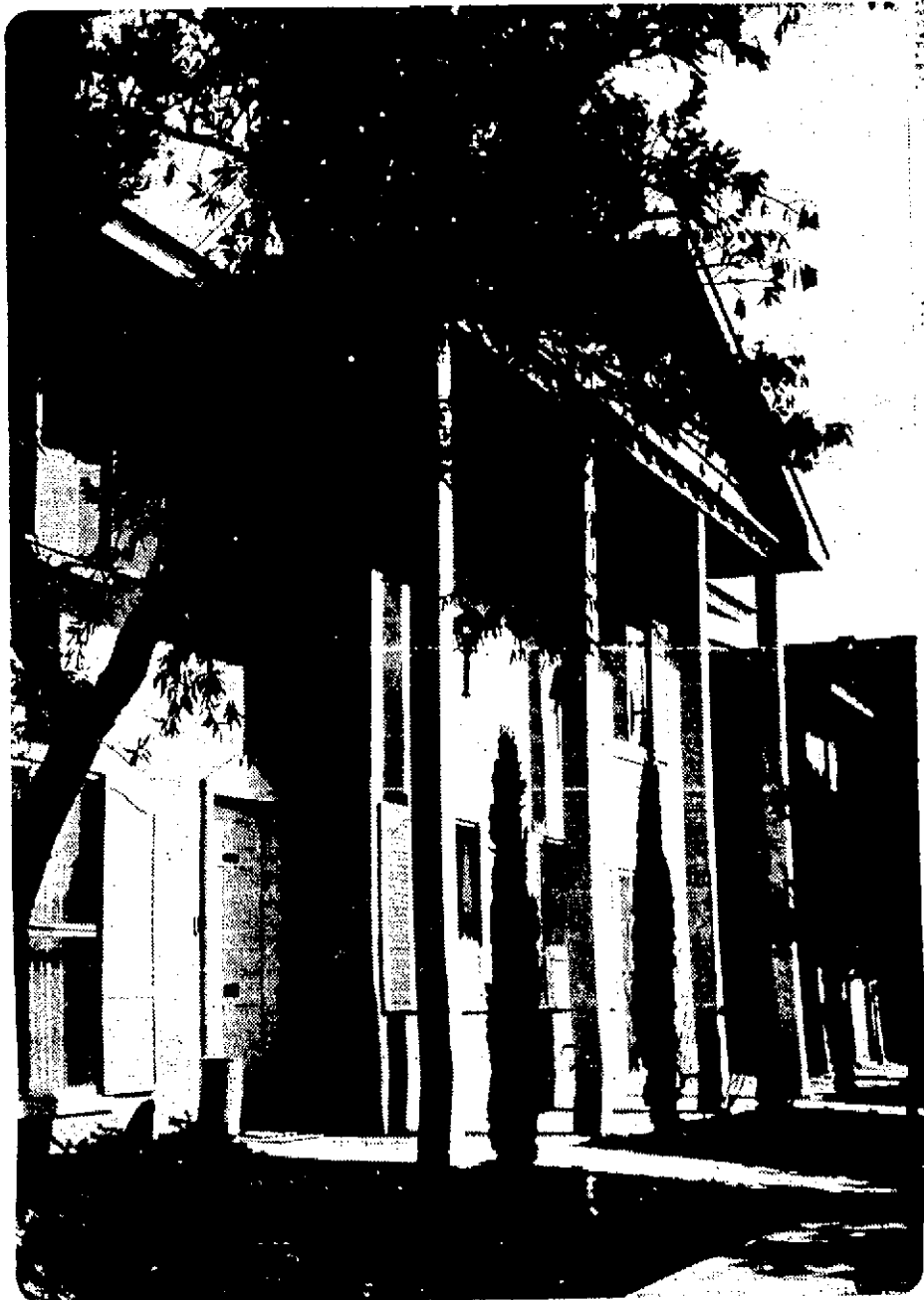
Samuel P. Ingram, vice president, Executive Department, New York, represented Campbell had been vice president of REA's 16-state Pacific Region since Sept. 1, 1961.

### Area Plant Gets \$700,000 Contract

Consolidated American Services, Inc., of Hawthorne, has received a contract in excess of \$700,000 from the General Electric Co. for plant and technical services at NASA's Test Center in Gainesville, Miss.

The ConAm Services Division will provide the cleaning of high pressure gas storage and distribution lines, a cryogenics storage and transfer facility, liquid oxygen and hydrogen barges and piping of one of the test stands on which the S-11 rocket stages of the Saturn V space exploration vehicle will be tested.

The contract is scheduled for completion on Sept. 30, 1965.



## 12 Minutes from Downtown Long Beach

Now \$995 Down

Only 25 swift minutes to Downtown L.A. by new direct freeway. 7 minutes to glorious ocean beaches. 5 minutes to three championship golf courses. And on your block—walk to a major shopping center including theater, bank, drug store, supermarket, department store and all other shopping.

of landscaped grounds and recreational facilities including huge swimming pool, Jacuzzi whirlpool, children's wading pool, putting greens, shuffleboard courts and a private club house. You can forget gardening, pool work, yard work, even exterior painting. There's a professional staff for that.

Separate monthly payment covers all exterior maintenance

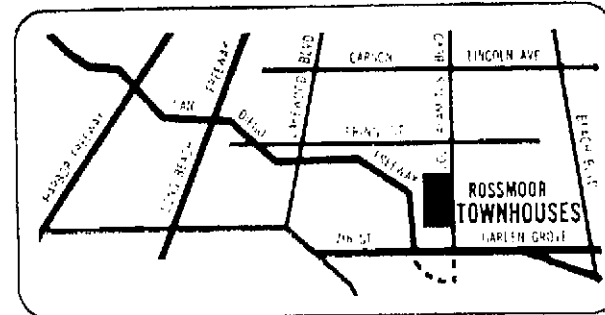
The magnificence of this townhouse village and its distinctive architecture is unsurpassed by homes selling for much more. Imagine these features! Sliding glass doors, opening on your own private, concrete patio; GE Medallion kitchen complete with Americana oven and range, disposal, dishwasher, combination washer-dryer; wall-to-wall nylon carpeting; absolute privacy (no common walls). And of course you get a grand deed and your own tax bill.

Shop and compare these 2, 3 and 4-bedroom family homes! Come out today and select your townhouse while there is still a good choice.

from **\$19,950**

6% 30-Year Loans...  
No Balloon Payments

At Rossmoor Townhouses you enjoy carefree living in a country club atmosphere. Seven acres



### NOW! DIRECT FREEWAY ROUTE:

South on Long Beach Freeway or Harbor Freeway to San Diego Freeway; South to Los Alamitos Blvd. North Exit, then left 5 blocks on Los Alamitos Blvd. to Rossmoor Shopping Center.  
FROM LONG BEACH: East on 7th Street to Los Alamitos Blvd. North Exit, then left 5 blocks to Rossmoor Shopping Center.

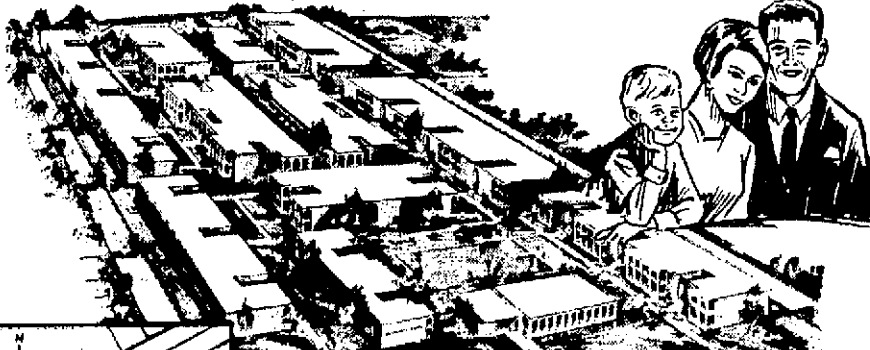
Another Quality Development by Jaymarc Corporation 2610 E. Century, Lakewood, California



**ROSSMOOR TOWNHOUSES**  
FURNISHED MODELS OPEN DAILY 10 A.M. TILL 8 P.M. / TELEPHONE (213) 596-3486

### NOW Available for IMMEDIATE OCCUPANCY

For the first time  
**LUXURY FAMILY APARTMENTS**  
designed especially for you and your children...  
at reasonable rentals



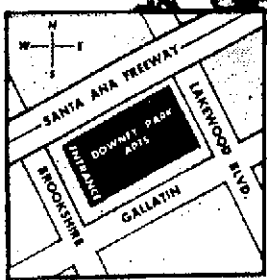
### Downey Park Apartments

Unfurnished Rentals from \$140.00 mo. . . .

ENJOY THESE CONVENIENCES IN YOUR NEW 1, 2, and 3 BEDROOM FAMILY APARTMENTS

- CARPETING, DRAPES, GAS RANGES, DISHWASHERS, GARBAGE DISPOSALS
- EACH APT. HAS CENTRAL HEATING AND AIR CONDITIONING
- SEPARATE POOL AND PLAYGROUND FOR CHILDREN
- SEPARATE ADULT POOL AND RECREATION AREA
- ENTERTAINMENT FACILITIES FOR GUESTS
- COVERED PARKING
- SAUNA HEALTH BATHS
- CLOSE TO SCHOOLS AND TRANSPORTATION

Balanced  
Power  
Homes  
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S. CO. G.C.



**HURRY!**  
MAKE YOUR  
RENTAL RESERVATION  
NOW!

CALL  
TO 2-6721

For the Ultimate in Family Living it's . . . .

**Downey Park Apartments**

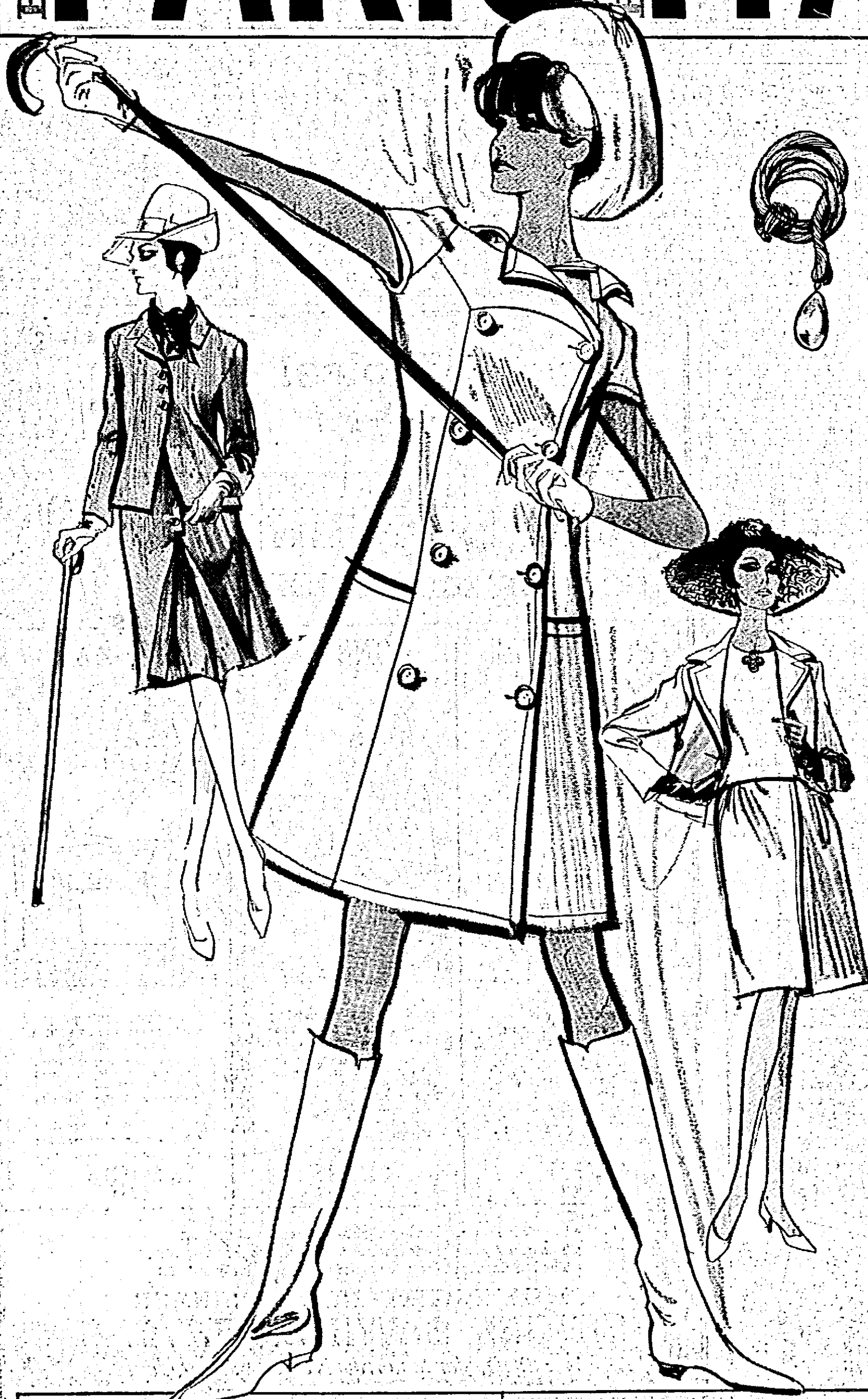
Corner of Lakewood at Santa Ana Freeway (Entrance on Brookshire)

ANOTHER K/B DEVELOPMENT!



MAY CO HAS WHAT EVERY WOMAN WANTS

BEST OF PARIS BEST OF ITALY



May Co's astute buyers picked the cream from the couture collections of Paris and Italy . . . paid between two and three thousand dollars for the most exciting originals (the very ones you've seen in the big fashion magazines!) . . . then had them copied line-for-line, seam-for-seam, color-for-color! Identical right down to their buttons, these copies bring you Paris and Italian fashions at a fraction of what you'd expect to pay. Today we show three from our exclusive collection that includes such great names as Givenchy, Balenciaga, Cardin, Patou, Monsieur X, Antonelli, Barocco, De Barentzen, Enzo and Veneziana.

ST LAURENT'S regency cutaway, the closing of the jacket repeating the crispness of the scissor-pleat skirt. Green wool, **75.00**  
COURREGES emphasizes his almost architectural precision with an outline in yellow grosgrain. Our copy is a double-knit wool **79.98**

DE BARENTZEN of Italian haute couture, designs a three-piece suit, impressive with meticulous wool seaming. Soft wool gabardine in nougat or navy, **120.00**

Lanvin's golden circle pin dangles a big, bogus, baroque pear, **20.00\***  
\*plus 10% federal tax



Be sure to see May Co's fashion showing of  
**THE BEST OF PARIS**  
**THE BEST OF ITALY**  
TONIGHT ON KTTV,  
CHANNEL 11, 8:30-9:00 p.m.  
Tues., March 23—KHJ-TV,  
CHANNEL 9, 7:00-7:30 p.m.

**MAY CO**  
California

**FORECAST SHOPS**  
may co. lakewood, 5100 lakewood blvd.; me 3-0111



# Temcor to Build at Torrance

TORRANCE — Temcor, the recently organized steel and aluminum fabricators of custom projects which has maintained temporary quarters at the R. C. Mahon plant at 2600 Monterey St., will make Torrance its permanent home.

This was revealed with recent announcement by President Walter G. Mitchell that the company has entered into negotiations with the Santa Fe Railway for the purchase of a five-acre site of bare land



WALTER MITCHELL  
President of Firm

adjoining the Mahon operation on which Temcor will start construction of its plant and offices immediately upon acquisition of the property.

TEMCOR was organized last January with the purchase by Mitchell of the Mahon company's "custom operations"—stressed skin aluminum geodesic domes for theaters, churches, civic auditoriums and school gymnasiums; materials handling; and freeway sign structures of which it is the state's largest producer.

"With almost all of the Mahon company's highly skilled labor force—the vast majority of whom live in Torrance—coming with our new company," says Mitchell, "we felt that Torrance had to remain our headquarters. In addition, the cooperation of the city's officials and Chamber of Commerce with our type of industry has created a civic climate in Torrance that is highly conducive to growth and success."

THE NEW Temcor plant will occupy 50,000 square feet under roof and will embrace two structures—the manufacturing facility and the executive offices.

Mitchell has been a well-known business figure in Torrance since 1950.

## Oregon Leads

Slightly more than a third of all lumber studs, the vertical pieces of wood used in the framework of a house, come from western Oregon.

# Area Builders Named to Association Cabinets

Appointment of cabinets to formulate projects and policies for the Building Contractors Association of California through its five departmentalized fields of activity have been announced by Robert M. Holmes, BCA president.

Each BCA department is headed by an elected vice president who presides over an eight-man cabinet responsible for the association activities in its assigned field, he said.

Those appointed to the department of governmental affairs cabinet headed by Vice President James G. Pollard, Glendale, include W. G. Long, Costa Mesa, and C. V. Holder, Gardena.

Department of labor relations cabinet appointees include Lloyd E. Klein, Anaheim; E. J. Strecker, Long Beach; Wayne Wilbur, Torrance; and Peter Johnson, Buena Park. The department is headed by Vice President David Young, Laguna Beach.

APPOINTMENTS to the department of chapters and councils cabinet headed by Vice President Richard L. Hall, Garden Grove, include Thomas Sims, Fullerton, and Ben Heirshberg, Redondo Beach.

Department of information, education and research, headed by Vice President P. E. Philbrick, West Los Angeles, lists cabinet appointees including Dwight C. Harper and Robert W. Young of Whittier.

## Gottfried Will Address Systems Group Wednesday

Ira S. Gottfried, partner in the firm of Norris & Gottfried, will address the Long Beach Chapter of Systems and Procedure Association on "Presentation of Systems to Management" at the Hawaiian Restaurant at 7 p.m., Wednesday.

Gottfried's talk will cover the development, organization and method of presenting new manual and computerized systems to company management.

Prior to entering the field of management consulting, Gottfried was manager of Business Data Processing for Litton Industries, Inc. His industrial experience includes management positions at Eldon Industries, Aerospace Corp. and Hughes Aircraft Co.

Reservations for the dinner may be made by contacting A. C. Wright, Long Beach Oil Development Co.

## L.B. Man Moves to Chicago Office

John J. Leach Jr., Long Beach, manager of sales for U.S. Steel supply division offices in Los Angeles since 1962, has been named manager of sales in the service center in the home office in Chicago. Leach has been living at 258-A Granada Ave.

partment of association affairs cabinet include Frank R. Yates, South Gate; H. M. Richardson, Long Beach; S. T. Ziler, South Gate; and L. U. Jones, Whittier. The department is headed by Vice President R. C. Gallyon, Burbank.

Holmes predicted that 1965 would be one of the most active years in the 42-year history of the BCA, which ranks as the largest regional association of building contractors in the United States.

# Bekins Firm Shows Gains in Business

Bekins Van & Storage Co., with facilities in Long Beach, has reported net earnings for 1964 of \$2,132,000 amounting to \$1.36 per share on 1,568,031 outstanding shares as compared with \$1,809,000 or \$1.22 per share for 1963.

According to Daniel P. Bryant, president of Bekins, world's largest moving and storage company, with headquarters in Los Angeles, this represents a 17.9% increase in net earnings after taxes over 1963. The net return on invested capital was 9.8% as compared with 9.2% in the previous year.

GROSS INCOME for 1964 climbed to \$43,571,000, an increase of \$2,276,000. During the year Bekins paid 40 cents per share plus a 2% stock dividend.

During 1964 new storage warehouses were built by Bekins in Atlanta, Ga.; Boston; and Granada Hills, Santa Monica and San Jose, Calif. Construction is nearing completion of a new Hayward facility near Oakland. The company also purchased a terminal site in Montebello, which will provide major maintenance and dispatch facilities for long distance van line operations originating and terminating in the Los Angeles area.

## Underwriters Aid Nursery Project

Long Beach Association of Life Underwriters is participating in a project designed to encourage a variety of community services across the United States. It was announced last week by the Institute of Life Insurance and the National Association of Life Underwriters, sponsors of the national program.

The Long Beach association is taking part in a Long Beach Day Nursery project. Through this activity the association will become eligible to receive a Public Service Award, which is presented annually to local underwriters group whose members have performed outstanding public service in their communities.

# May Co. to Add Store

May Company California has announced plans for its 14th store to be built in the Southern California area.

The store will be located in the City of Carlsbad, on the border of Oceanside, on the southwest corner of Highway 78 (Vista Way) and El Camino Real which is less than one mile east of 101 Freeway.

The new store will be a full line department store of 200,000 square feet. It will have three selling levels.

Plans are under way for a major regional shopping center on the site to be built in two phases, with the first phase ready for opening with the May Company store.

The second phase will include one or more additional department stores.

No date has been set for start of construction, but the store is expected to open in the fall of 1967.

There are 11 May Company stores now operating in Southern California. Store No. 12 will open at Whittier in August. Ground was broken for the 13th store at Costa Mesa in January.



AD DIRECTOR

James M. Loftis has been appointed director of advertising by Robertshaw Controls Company's Uni-Line Division, Huntington Beach.

The division was established early this year to supply to wholesalers controls and instruments for their dealers and the replacement market. Loftis joined the company's Grayson Controls Division, Long Beach, in 1951. He attended Compton College and the University of Southern California.

# Millions to Eat Lunches From Vending Machines

E. F. Hutton & Co. Inc., member New York Stock Exchange with Long Beach offices, has disclosed findings that automatic retailers — better known as the vending industry — will play a major role in the feeding of the nation's growing student population.

Copies of a recent study are available at the Hutton offices.

By 1980, sophisticated vending machines will be doing much of the work of distributing lunch-hour food to the 40 million young people who will be attending class each weekday.

Schools are only one segment of the potential market for vending machines, the study showed. Two others: the increasing numbers of hospitals, and the members of the work force that eat at least one meal away from home each workday.

E. F. Hutton & Company is issuing its vending industry report now as food vending services to hospitals, schools, and industrial plants reach a \$1 billion a year level of business.

In the years just ahead,

companies in the vending industry — those who design the machines that dispense coffee and sandwiches and those who prepare the foods and service the machines — will be competing for a food service market of \$14 billion.

## Standard Oil Co. Worker Retires

Orval R. Whitesell, head operator for Standard Oil Co. of California and long time resident of Long Beach has retired after more than 19 years with the company.

Fellow employees will honor Whitesell with a retirement party April 2 at the Huntington Beach Country Club.

Whitesell, who lives at 1205 E. Smith Place spent most of his career with Standard, working in the gas and natural gasoline phase of oil production at Seal Beach.

# Bank Merger Step Nearer

Alfred Hart, president, reported from Beverly Hills last week that shareholders of City National Bank had approved a merger with Guaranty Bank, Torrance, whose shareholders previously had voted in favor of the move.

The merger is subject to the approval of the Comptroller of the Currency.

Guaranty Bank reported assets of over \$5 million as of the end of last year. City National Bank, with 13 offices in Southern California, reported assets of \$268 million.

## Two Area Men Honored in Florida

Two Long Beach area men were honored last week by The Equitable Life Assurance Society of the U. S. at the company's five-day National Leaders Conference at Miami Beach, Fla.

They are Ronald A. Smith, 7006 Cresta Road, Palos Verdes, agency manager for Equitable in Long Beach, and Howard Patrick, 3608 Ceritos, Long Beach, a member of the Ron Stever Agency in Los Angeles. Attendance was based on life insurance sales and service to policyowners during 1964.



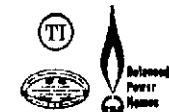
Eighty green of the Mountain View Country Club

# Live in the COUNTRY CLUB Section of Corona!

With a down payment less than the cost of a good set of golf clubs, you can take immediate possession of a new Corona del Vista home — in the heart of Corona's most exclusive neighborhood, adjoining the Mountain View Country Club.

Land values traditionally rise in such desirable locations, yet attractive Corona del Vista homes are available with as little down as

Three and four-bedroom, two-bath homes are priced from only



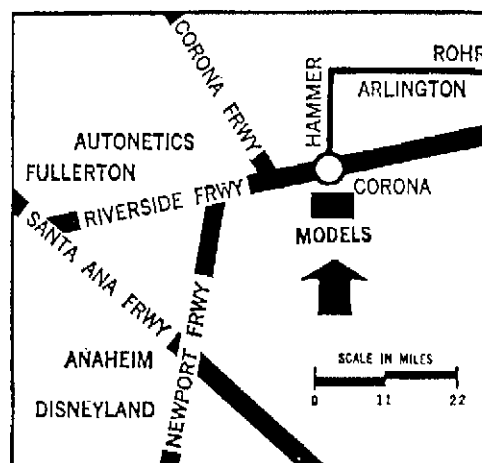
**\$295**  
**\$15,495**  
Payments as low as **\$94** per month

Principal and Interest

# Corona del Vista

The best new home value in Southern California—drive 15 extra minutes and save up to \$5,000 on comparable three bedroom, two bath homes in Orange County!

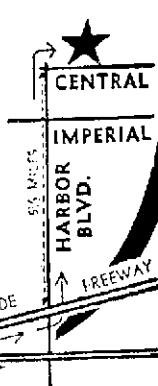
To see Corona del Vista, located in the center of everything, go 15 miles east of the Newport Freeway to the first Corona turnoff from the Riverside Freeway, then one-half mile east on Sixth Street to Avenida del Vista and the models. They are open from 10:00 a.m. 'til dark daily. Telephone 737-8330, Area code 714.



**You Can't Get a Home That Compares for Less!**  
**You Can't Beat the Terms, Either!**  
**ANYONE...\$395 DOWN**  
(A FEW MODELS FOR \$495 DOWN)

**Best Buy Anywhere!**  
**Habra Heights**  
CENTRAL ORANGE COUNTY CONVENIENCE

**Full Price from \$20,950**  
**ALL STANDARD LUXURY FEATURES INCLUDED...**  
• FRONT FULLY LANDSCAPED  
• SPRINKLER HEAD SYSTEM  
• FENCED BACK YARD  
• MASTER BEDROOM & ENTRY HALL  
• WALL-TO-WALL CARPETING IN LIVING ROOM  
• 3 & 4 BEDROOMS  
• 2 BATHS • FAMILY ROOM  
NO SECOND—NO BALLOON PAYMENTS—29 1/2-YEAR LOANS  
FIRST TRUST DEED ONLY  
A SWEEPING VISTA FROM 7200 SQ. FT. VIEW SITES!  
Take the Riverside or Santa Ana Freeway to Harbor Blvd. in Fullerton. North on Harbor to Central Ave. Turn right on Central to Habra Heights  
Beautifully Furnished Models open 10:00 a.m. 'til Dark  
SANTA ANA FWY.





# Hospital Area Looks Different Now



PHOTOGRAPH ABOVE, taken in March 1957, shows vicinity now occupied by Memorial Hospital of Long Beach, 2801 Atlantic Ave., which only Friday broke ground for a \$2,220,000 expansion program. View is looking eastward toward Atlantic Avenue, seen in left of photo. Area was known as the "frog

pond" district, with oil sumps and oil equipment. Picture provides striking illustration of how private enterprise improvements—such as Memorial Hospital, recognized as one of the best equipped in the West—can upgrade a community and stimulate other developments as now seen in the area.



ARCHITECT'S SKETCH at left above shows Memorial West, new unit to be built at Memorial Hospital. This will be on west side of main hospital building and front along Long Beach Boulevard. Photo at right shows west side of present hospital. Area at left in photo will be site of Memorial West, which will focus on advanced care services. The expansion program also includes an underground concourse beneath the doctors' parking lot and connected to the main hospital. This will be a therapy and reha-



bilitation facility. Memorial West project architect is William A. Lockett AIA and interior design is being done by Maria Bergson Associates. Low bidder on Memorial West project was Willens & Bertisch Co., Inc., of 1813 Wilshire Blvd., Los Angeles, at \$2,220,000. Job will include construction of second story 'shell' on new unit to facilitate possible future expansion. The second story will not be finished on the interior at this time. Only \$400 separated the two lowest bids on the overall job.

## L.B. Firm Gears Up New Valve Control Division

Featuring production of a remote control valve actuator known as Tork-Master, the Cavins Co., 2854 Cherry Ave., recently acquired by Harry Dawson & Associates, now is getting the new valve control division into gear.



Harry Dawson

New facilities for building the actuator have been completed and a new catalog is fresh off the press. The Cavins Co., founded in 1929 by Paul and Omar Cavins, now retired, purchased the Tork-Master division from ITT-General Controls of Glendale.

PRESIDENT DAWSON has had long experience with valve actuators. From 1934-56, he was employed by Pacific Valves, Inc., of Long

Beach. From 1956-59, he was chief engineer for the Tork-Master division with Harvill Controls when Harvill sold the division to General.

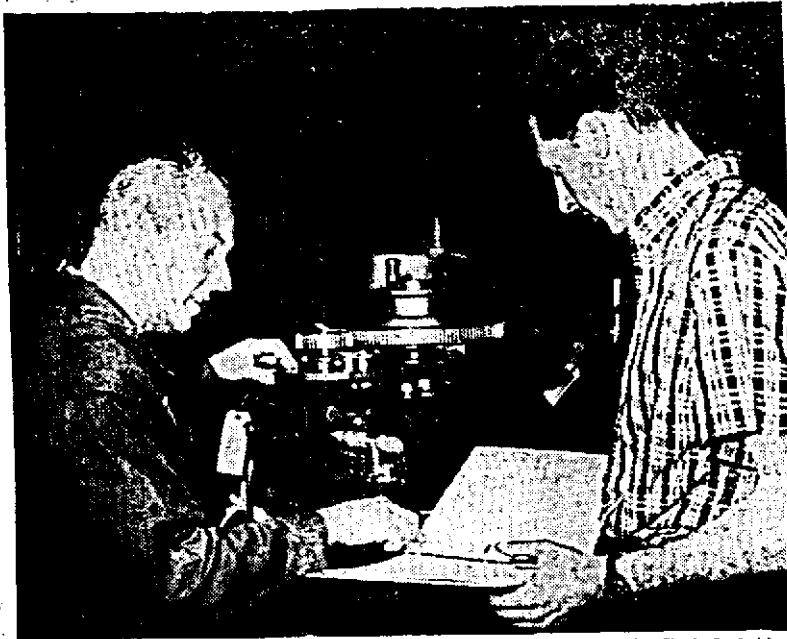
Now with the Cavins Co., too, is C. L. "Bud" Allard, who has been with Tork-Master for 14 years.

By use of the Tork-Master, it is possible to open and close valves many miles from the control center, be it in the hot desert or cold areas.

OIL COMPANIES, especially Standard and Union Oil, are big users; but numerous types of pipe operations also employ valve actuators.

Special instruction schools are held at the Cavins plant so operation procedures can be taught to representatives of firms using Tork-Masters.

The plant makes a variety of instruments and devices related to the oil industry and other pipe users.



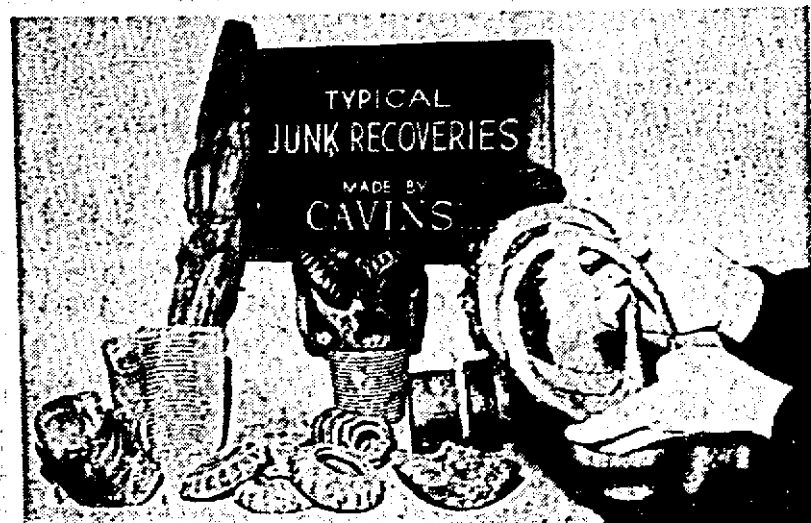
Staff Photos by Chuck Sundquist

### MASTERING TORK-MASTER

Al Amelotte (left) of Cavins Co., Long Beach firm, instructs Robert Sutherland on intricacies of Tork-Master valve control unit, shown here. Company holds classes for customer representatives to teach operation of device.



TONY CAMMARANO OPERATES MILLING MACHINE



### 'JUNK' PILE

One phase of Cavins Co. operations is recovery of objects dropped into casings. This pile of 'junk' is sample of things sucked out to clear pipes again.

## SOUTHLAND PROGRESS

★BUSINESS-REAL ESTATE-INDUSTRY★

LONG BEACH, CALIF., SUNDAY, MARCH 21, 1963

SECTION R—PAGE 1

### 'NEW IMAGE' SEEN

## Signal Hill Manager Hails City's Future

By VERN ANTHONY  
Progress Section Editor

A "new image" for Signal Hill and a future which will see costly residences on choice view sites was portrayed by Fred Baxter, Signal Hill city manager, in a talk before Long Beach Rotarians last week.

Speaking at a Rotary Club luncheon in the Lafayette Hotel, Baxter, colonel in the Air Force Reserves, hailed changes in Hill thinking from what he termed the "public be damned" attitude developed, he said, after discovery

of oil there in 1921—when oil interests took over. Recognizing the great value to the area of the oil business with its industrial look, Baxter said people now want to have the city cleaned up and

not be just a "messy oil town."

"WE HAVE a whole new attitude in Signal Hill," he added.

He explained that a new city code specifies that all permanent type oil derricks must be removed by June 30, 1966.

Baxter said "in the future you will see a beautiful city on the Hill . . . it will be covered with beautiful homes."

He said Signal Hill of the future would blend in well with Long Beach, which surrounds it; and he landed co-operation of Long Beach officials in Signal Hill's new-look efforts.

OIL INTERESTS have 77% of Signal Hill land and 43% is vacant, Baxter said.

There are 837 oil wells in Signal Hill and the average production now is only some 12 barrels a day.

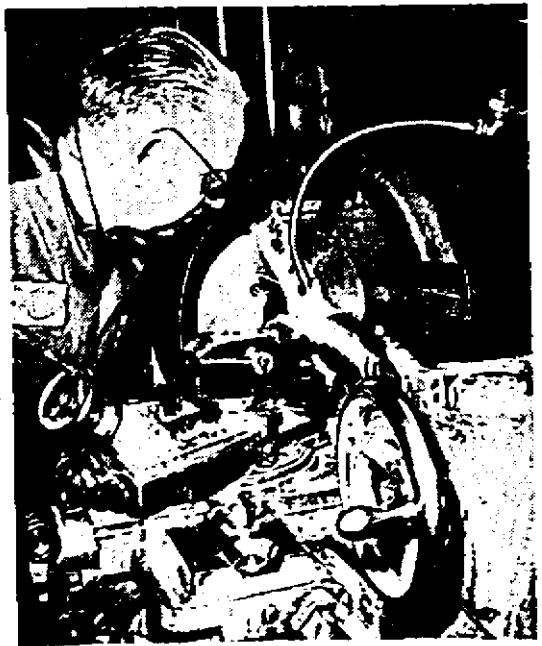
With production dwindling, the manager sees gradual release of more land by oil companies and increased residential and business building. He said some city lots selling not many years ago at \$250 now are at the \$20,000 level.

"Last year, our budget exceeded a million dollars for the first time," Baxter said. He cited recent progress in improving city streets and city equipment, and plans for better streets and elimination of "junk" areas.

SIGNAL HILL was incorporated in 1924 as a "special purpose" city, Baxter explained—in this case a city focused on oil production interests. Now, he declared, the image is changing.

He hinted at potential developments, citing one firm's plans for eventual construction of a 26-story high-rise with a revolving restaurant on top.

Signal Hill, Baxter predicted, is going to be the Nob Hill (San Francisco's swank spot) of Southern California.



RAY SAMPSON WATCHES CLOSELY



### IN DRAFTING DEPARTMENT

Cavins Co. has own drafting department. At work here are Gunnar Carlson (left), engineer, and Dave Weir, draftsman.



### MEASURING DEVICE

This Depthometer is one of products at Cavins Co. plant. It is used on cable in well measurements and weighs only 10 pounds. Randy Richards demonstrates operation.



# Corona del Vista Provides Country Club Style Living

"For families who have always wanted to enjoy country club living but have felt they could not afford it, Corona del Vista homes are the answer," Oran DeBois, sales director of the \$100,000,000 Ray Watt freeway-close community said.

Corona del Vista three and four-bedroom balanced power homes are located in Corona's most exclusive neighborhood, immediately adjacent to the fairways of the Mountain View Country Club in the booming city of Corona.

**THE NEW HOMES**, moderately priced from only \$15,495, are just one quarter mile off the Riverside Freeway that links with the Santa Ana, Corona, and Newport Freeways. They provide access to work or play areas in Los Angeles, Riverside, San Bernardino and Orange counties.

Offering homes that would cost much more in Orange county, just 20 minutes away, Corona del Vista provides the new home buyer with a choice of four modern exterior designs.

Balanced power kitchen features include a built-in range with hood and fan, a large double sink with food waste disposer, built-in oven and beautifully grained stained natural cedar cabinets.

BUYERS can have immediate possession upon payment of the low down of only \$295. Monthly payments as low as \$84 can be arranged, DeBois said.

To see Corona del Vista and country club living at its finest, take the Riverside Freeway 15 miles east of the Newport Freeway to the first Corona turnoff. Signs point the way to the models at a Sixth Street and Avenida del Vista.

## Stardust Nears End

Only 12 Stardust Homes in Huntington Beach remain in the Belfontaine Series, Huntington Beach, and all are available for immediate occupancy, reports H. C. Pease, marketing director, Robert H. Grant & Co., builder-developer.

He said most floor plans in the one and two-story bronze medallion residences are still available in a few of the original 17 exterior stylings.

A sell-out in the 225-home, \$6 million walled community is expected this week, Pease said.

Purchase prices which begin at \$23,950 on VA, FHA or conventional terms.

The homes may be reached by driving toward the ocean on Brookhurst or Harbor and following signs to the community.

## Visitors May See Gowland Exhibit

"Interest won't be confined to the camera bugs this month when the public is invited to view the photographic exhibit by Peter Gowland at the California Home Fair," reports Baxter Caterson, sales director.

The colorful home display, located at 16661 Beach Blvd. in Westminster, has already attracted thousands of visitors to view the California designs and exhibits. As a special event through March 31, the builders of California Home Fair are showing a representative collection from the noted photographer, Peter Gowland.

## Luskey Bros. Has New Sales Chief

ANAHEIM — Wendell D. Van Atta of Costa Mesa has been named sales manager, City Directory Division, of Luskey Brothers & Co., Inc., 608 E. Broadway, Anaheim.

He formerly was district sales manager for Luskey Brothers in Newport Beach - Costa Mesa and Fullerton.

The announcement was made by R. Lee Luskey, president of the publishing firm.

Van Atta joined Luskey Brothers in 1959 and served as a directory representative for six years prior to his selection as the company's sales manager.

He will be assuming immediate leadership of the Sales Department of the second largest city directory company in the nation.

Luskey Brothers publishes city and county directories.

"BY USING a variety of interesting photographic techniques it is possible to adapt camera studies and abstract photographs as art forms in the home," says Gowland. He and his wife, Alice, in their varied assignments use soft window light, hard electronic flash, high contrast film and montage. Peter uses wetsuit and underwater camera for many surfing and underwater pictures.

A delight to visitors are the three, four and five bedroom homes furnished in the warm, sunny colors typical of California. Prices range from \$23,550 to \$35,200 with an exceptional list of premium features. Gardens, patios, atriiums and terraces are incorporated into the five model homes to further enhance the concept of indoor-outdoor living.

## 88% of Firms Show Gains

Dollar sales of industrial distributors rose 8.9% last year and hit a record \$8.506 billion. All indications point to a banner year for 1965.

In the 19th annual survey conducted by Industrial Distribution, McGraw-Hill publication, 88% of the responding firms reported gains in volume over 1963, while only 11% lost ground and 1% stayed even.

Gains for most firms ranged from 5 to 10% with a substantial number reporting sales increases of as much as 20 to 30%.

Looking ahead to the rest of this year, nearly 70% of the respondents expect their sales to rise, while less than 5% seen a downturn. And 12% of the reporting firms predict increases of more than 20%.



## WEST ANAHEIM OFFERING

Here is one of the models of a Rainbow Home in west Anaheim which are priced from \$25,500. A big variety of stylings is offered in the one or two-story models.

## Big Rainbow Homes Appeal to Buyers

Rainbow Homes in West Anaheim is 60% sold out, the Architecturally, the homes are distinguished by brick, used brick, and stone masonry as well as many other quality construction features of lasting appeal and good taste.

WALL-TO-WALL carpeting of continuous filament nylon, redwood fencing completely enclosing the rear and side yards, and all-electric kitchen plans, each with a variety of exterior elevations that represent important savings to the new homeowner.

Roper built-in range and oven and dishwasher, an abundance of cabinets with easy to maintain counter tops, ventilating hoods and fans are included in all kitchens, assuring homeowners of top performance as well as beauty in the kitchens.

THERE ARE MASSIVE fireplaces in living rooms, mantles, ash paneling, separate family rooms, and separate service and utility rooms in all homes.

Priced from \$25,500, Rainbow Homes can be purchased for from \$395 down plus homes with up to four bedrooms. Models may be viewed by driving out Santa Ana Freeway to Hiway 39, south no down payment.

From Long Beach go from Coast Hwy., by going out Seventh St. or Katella to north on Brookhurst two miles, Hiway 39, left to Ball Road to Adams in Huntington Beach.

## Prize for Referrals

The first Sony portable TV set to be awarded a Holiday Village resident will be presented to Miss Mary Ann Mumaugh in a sales campaign offered by Kaufman & Broad Homes, Inc. to residents of the adult living community, Holiday Village located at Brookhurst and Adams in Huntington Beach.

To qualify for the TV, a resident must introduce to a salesman, a buyer for a Holiday Village Garden Patio Home.

LOCATED at Adams & Brookhurst in Huntington Beach, Holiday Village features one and two-story homes. For a limited time the homes are being offered with Freeway to Hiway 39, south no down payment.

Models may be reached from Long Beach go from Coast Hwy., by going out Seventh St. or Katella to north on Brookhurst two miles, Hiway 39, left to Ball Road to Adams in Huntington Beach.



## Hunsaker Exec Heads Builder Dinner Event

Richard C. Hunsaker, president of S. V. Hunsaker & Sons, has been named chairman of the Building Industry Century Committee's second annual dinner dance to be held April 21 at the Billmore Hotel in Los Angeles.

The committee is comprised of 400 prominent Southland builders, sub-contractors, and suppliers who are interested in proper legislation at the local and state levels of government.

"Our second annual dinner dance," said Hunsaker, "will be a \$25 a plate affair and all participants in the building industry are invited to attend."

Bob Reynolds, president of the Los Angeles Angels, will be principal speaker along with Art Baker, television personality, who will emcee the affair.

## Safety Stressed by Contractors

Robert Bartley, chairman of the safety committee of the Southern California chapter of Associated General Contractors, has announced appointment of a 12-man committee to work toward the expansion of the organization's safety program.

"The ultimate goal of AGC is to see that every member of the chapter is an active participant in both the Southern California and national safety program," Bartley said.

Those assisting Bartley on the committee are Herbert C. Ball, Don E. Buck, Ted Gates, G. M. McCoy, H. W. Stefani, William Ungles, William Vail, John Witte, John Witte, Theodore N. Moss, Herman Neff, and J. L. Schram.

The committee's principal effort will be to stimulate a desire among the contractor members of AGC to participate in a stepped-up program of safety activities, Bartley said.

### Hall of Fame HOMES

FOR SALE OR LEASE

**\$300<sup>00</sup>**

**UNDER FHA VALUATION**

Credit rejects have allowed this builder to offer you these beautiful new homes in Costa Mesa. 23 homes are back on the market and will be sold on a first come first served basis. This inventory must be closed out during the next 4 weeks. Single and two-story, 3-4-5 bedrooms, carpeting, fencing, B.I. RSO, are among the many features which can be yours when you purchase one of these elegant homes from as low as \$21,500. Just \$295 down will insure you of a tremendous buy as these homes have been reduced \$300 UNDER FHA VALUATION. Leases with option to buy can also be arranged. Any offer will be considered.

545-2903 OR EVES. 521-6147

**Farrow**



## GRAND OPENING SEE A RUSSIAN HOUSE

To graphically show California homebuyers the wonderful value they receive in the modern American home, Premier Homes has built and is displaying a typical Russian house. See this Russian house now, when you visit

# PREMIER

Homes in Huntington Beach

## FOUR WAYS BETTER

- BETTER KITCHENS
- BETTER EXTRAS
- BETTER CONSTRUCTION
- BETTER PRICING & FINANCING



From **\$24,750**

VA NO DOWN • FHA Min. Down • Conventional Terms

Premier Homes are 4 Ways Better for you and your family. Here is your golden opportunity for a gilt-edged investment in family security and happiness—for a new life in fast-growing smog-free Huntington Beach. Choose from a brilliant range of floor plans and exteriors. See for yourself today why Premier Homes are 4 Ways Better. See Premier's model home display before you buy.

## 3 AND 4 BEDROOMS • 2 BATHS • FAMILY ROOM

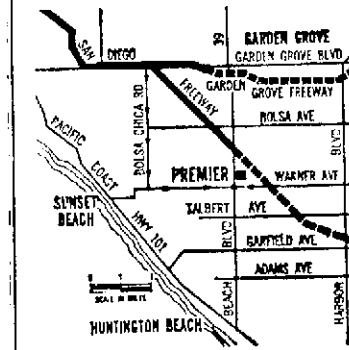
- Total Convenience! Hotpoint Kitchen
- Double Oven
  - Range
  - Dishwasher
  - Disposal
  - Nutone Food Center with Mixer-Blender
  - Mixing Valves
  - Paper Maid Kitchen Paper Dispenser
  - Ceramic Tile Counter Tops

- Premium Area — Fully Finished Room with tile floor and plumbing roughed in for future bath
- Tiled Entry Hall
  - Front Rear Yard
  - Front Yard Landscaping
  - Ceramic Tile, Glass Enclosed Showers
  - Cultured Marble Pullmans
  - All Copper Water Piping
  - One Year Home Warranty

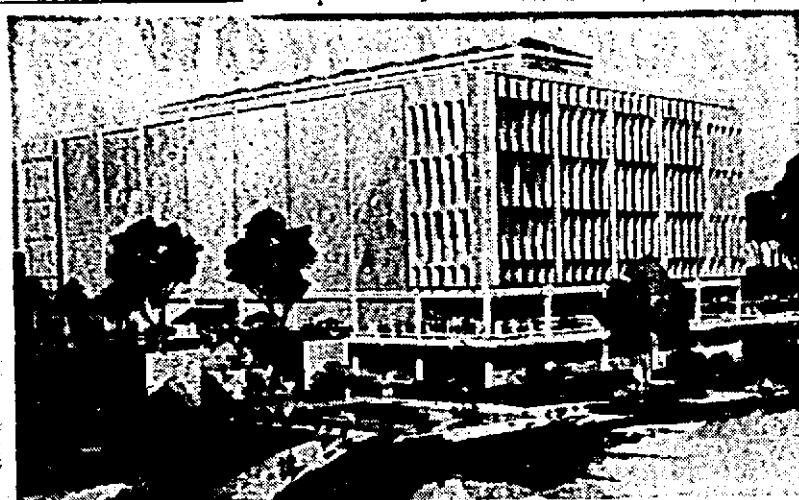


A WILLIAM ROUSEY Development

McFarland & Matthews Inc. Sales Agents







**FIRST ADDITION TO IRVINE CAMPUS**  
Architect Kenneth S. Wing, Long Beach, prepared plans for this five-story, \$5½ million Physical Sciences Building for the University of California, Irvine. Approved last week by the regents, the building will be the first addition to the campus after the college opens this fall.

# **\$5½ Million Building on Irvine Campus Approved**

Plans for a five-story Physical Sciences Building and for 14 acres of outdoor athletic field have been approved for the new Irvine Campus in Orange County by the regents of the University of California, it has been announced by President Clark Kerr and Chancellor Daniel G. Aldrich, Jr.

The regents approved the schematic design by Architect Kenneth S. Wing, F.A.I.A., Long Beach, for the \$5.5 million classroom, laboratory and office building.

Stated to begin construction in July 1966, it will be located at the south of the central Campus Park and will be the first major building to be added after the campus opens in the fall of 1965.

**APPROVAL ALSO WAS** given to preliminary plans by Bettler Baldwin and Associates, landscape architects, for outdoor physical education and intramural sports facilities which are to be completed during the fall of 1965.

At an estimated cost of \$428,500 the facilities will include seven acres of turf, open playing fields, intramural baseball and football fields, six tennis courts and

three outdoor volleyball and basketball courts. They will be located to the northwest of the central campus, adjacent to the multipurpose physical education building and near student residence halls. Construction bids will be sought in July 1965.

The proposed Physical Sciences Building will permanently accommodate the departments of physics and chemistry, which will be housed in the natural science building during the initial year. With 166,274 square feet of floor space, the building will provide classrooms and laboratories for 758 students and offices for 66 faculty members.

Exterior design of the reinforced concrete structure will be compatible with academic buildings which are already under construction.

## **Officers of 22nd District Exchange Group Installed**

Mel Mould, Long Beach Realtor, regional vice president of the California Real Estate Association's 22nd District, installed newly elected officers of the 22nd District's Masters Exchange Group at a luncheon meeting last week. Installed were Charles Gerhart, Long Beach, as president; Omar Knutson of Montebello as vice president; Fae Matthews of Long Beach as secretary; John Bush of Bellflower as treasurer and John Kalapaca of Compton-Lynwood as sergeant-at-arms. Appointed as chairman for 1965 committees were: Ned

Young of Downey, By-Laws and Parliamentarian; Kelly Hamilton of Whittier, Advisory; Bob Dressendorfer of Compton-Lynwood, Standard Forms and Practices; George Santy of Whittier, Membership; Omar Knutson of Montebello, Hospitality; Yvonne Nasch of Downey, Publicity; and Yvonne Carney of South-east board as Special Events chairman.

With more people than ever before reported interested in exchanging real estate, the Masters Exchange Group offers its members the possibility of making easier geographical exchanges.

## **Spring, Palo Verde to Be Theater Site**

The Plazco Corp. of Long Beach announced it will construct a 500-seat theater for the exhibition of films, both foreign and domestic.

The luxurious art theater, to be located in the Long Beach Plaza Shopping Center at Spring Street and Palo Verde Avenue, is slated for a July opening this year. Plazco is headed by Jack Feder, owner of the Romy Theater in Long Beach, and San Stiefel, veteran state-wide exhibitor.

Kenneth S. Wing, F.A.I.A., is the architect, and representing the corporation are Charles S. Litwin, attorney; Robinson, Weinberger & Co., certified public accountants; Lynn J. Raphael negotiated as Realtor.

"Today's emerging cinema form has created an increasingly highly selective viewing audience," says Feder. "Long Beach's growing cultural and educational development calls for a theater that will play quality films produced throughout the world. Our Plaza Theater will be the showcase for these films."

Technical innovations at the Plaza will include the latest in projection equipment; high fidelity and a four-track stereo sound system; a wall-to-wall, super-luminated wide screen; and deluxe armchair seats.

## **Pacific Vegetable Oil Corp. Enlarges Board**

B. T. Rocca, Jr., president of Pacific Vegetable Oil Corp., with local facilities at 305 Henry Ford Ave., has announced that, at a special meeting of PVO's Board of Directors, the board recently was expanded from seven members to 10, and that the following new directors were elected:

Robert Di Giorgio, Prentiss C. Hale, Charles S. Hobbs, C. E. Strobel and C. Zook Sutton, Jr.

B. T. Rocca, Sr. retired as chairman of the board after 41 years of service with PVO, which he founded; he served as president until 1958 when he was elected chairman. He remains as a board member with the title of honorary chairman.

THOMAS A. ALLAN and C. Zook Sutton, Sr. retired from the board and were made honorary directors.

Di Giorgio is president and director of Di Giorgio Fruit Corp., and also serves as a board member of Bank of America, Broadway - Hale Stores, Inc., Treasweet Products Co., Union Oil Co. of California, S and W Fine Foods Inc., and Pacific Telephone & Telegraph Co.

Hale is chairman of Broadway-Hale Stores, Inc., and is a director of Bank of America, Di Giorgio Fruit Corp., Union Oil Co. of California, Pacific Lighting Corp., Foremost Dairies, Inc., and First Colony Life Insurance Co.

## **Insurance Man Gets Promotion**

Bernard "Jim" Gleason, was named supervisor of the Jefferson Standard Life Insurance Company's Long Beach office last week, according to James H. Hubbard, manager.

Gleason has an outstanding record as a career life underwriter with Jefferson Standard since joining the company in 1958.

A native of Holyoke, Mass., he is a veteran of World War II and the Korean conflict. He served 20 years in the U.S. Navy, from which he is now retired. Gleason is a member of the First Methodist Church, Garden Grove and is a member of the Long Beach Association of Life Underwriters. He lives in Anaheim with his wife Barbara and their three children.



B. GLEASON

## **Bellflower Board to Hear L.B. Man**

BELLFLOWER—James A. Edmonds Jr., will be guest speaker at the Thursday breakfast meeting of the Bellflower District Board of Realtors, Bob Reed, program chairman, announced last week.

The meeting will be held at the Student Center, Cerritos College, beginning at 7:30 a.m. with President Ray Smith presiding.

Edmonds has chosen as his subject, "Views Concerning the Current Mortgage Market." He is president of City & Suburban Mortgage Co., Long Beach. His firm is an active member of the Mortgage Bankers Association of America and he just returned from the annual convention of this group, held in Washington, D.C.

In addition to the guest speaker, Paul Williams, chairman of the Multiple Listing Service of the board, will present a five minute talk on the service.

## **Named Distributor in Long Beach Area**

Jack Spradlin, well known television sales representative in Long Beach for 11 years, has been appointed exclusive Packard Bell distributor for the Long Beach area.

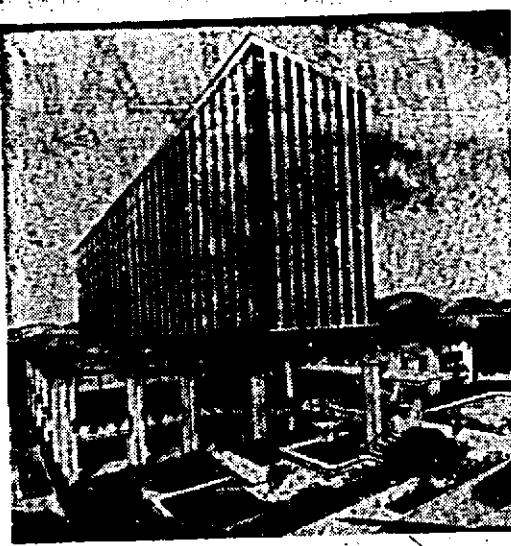
Spradlin has spent the past nine years with RCA in the Long Beach market, and he was sales manager for Admiral the two years previously.

The appointment was made officially February 15th by the Packard Bell Sales Corporation. The offices and warehouse will remain at 7705 Jackson St., Paramount.

## **NLB Realty Club to Hear Corbett**

"What your city is looking at for future development of your city" will be the subject when Pat Corbett speaks before the North Long Beach Real Estate Club Thursday.

Corbett, councilman for the ninth district of Long Beach, will be introduced by Ralph Tenney. The Club meets at the Crown Bowl at 8 a.m.



**ANOTHER TRADE CENTER STARTED**  
Work has begun on this International Trade Center building on Sepulveda Boulevard just south of the Los Angeles International Airport.



**GOING UP IN PASADENA**  
This is how new 11-story Trade Center Building will look when completed in Pasadena. Construction is under way.

## **Building Material Dealer Conference Set June 3-6**

Ralph H. Hilton, managing director of the California Building Material Dealers Association, recently announced preliminary plans for his organization's first Mid-Year Conference to take place at the Highlands Inn in Carmel, June 3 to 6.

Prime business sessions will be held on Friday, June 4, and on Saturday, June 5, with the schedule including reports from the following CBMDA committees: membership, industrial relations, insurance and safety, legislation, policy-industrial problems of direct selling, drywall problems and management problems.

Hilton also reported a full social schedule for members and their wives — including golf, horseback riding, social hours, banquet and a special ladies' event.

Full details on the meeting are available by writing to the California Building Material Dealers Association, 99 E. Magnolia, Suite 300, Burbank.

## **Callaway Charter Member of CPEs**

A recent report from the California Real Estate Association naming Certified Property Exchangers in the Long Beach area omitted the name of Clint Callaway, who lives in Downey.

Callaway, now with Moore Realty at the 3745 Long Beach Blvd. office, was a charter member of the CPEs, a specialty classification in the real estate business. He previously worked at Hawthorne.

## **Make up a foursome...**

Play your own community golf course—part of the 12-acre, \$400,000 Recreation Center that helps provide an active, pleasure-filled way of life for folks over 50 at Panorama Village... largest retirement community in Hemet Valley.

Write for free color brochure.

## **Panorama Village**

1401 Tarkwood Pl., Hemet, Calif. • Phone: 658-2103 (710)

## **Harbor Firm Begins Third Trade Center**

Construction began last week on the 12-story "International Trade Center" located at 858 Sepulveda Blvd., one block south of Los Angeles International Airport.

The \$6,500,000 structure will be tallest office building in the fast-growing airport area.

"International Trade Center" is a project of San Sebastian Development Co., San Pedro, builders of Pacific Trade Center at San Pedro and Pasadena Trade Center in Pasadena, both 11-story office buildings. The Pasadena building is under construction at 3452 E. Foothill Blvd.

**BY THIS FALL**, completion date for "International Trade Center," San Sebastian will have added a total of 34 stories of new office buildings to the Los Angeles skyline, for a total of nearly 400,000 square feet of new office area.

"International Trade Center" will occupy the southeast corner of the Sepulveda Boulevard and Walnut Avenue intersection.

The first two floors of the building will provide 40,000 square feet of rental area, including facilities for a bank, restaurant and retail shops.

The 10-floor tower will provide over 9,000 square feet of office space per floor.

## **L.B. Morris Plan Men Get Posts**

Reilly P. Stearns, assistant manager of The Morris Plan of California's Long Beach office, 213 Long Beach Blvd., has been elected an assistant secretary by the board of directors in San Francisco.

Stearns joined Morris Plan's Long Beach office in June, 1963. He began his career with the company in 1960 in the San Diego office, after four years with General Dynamics Corp. He lives at 5834 Dashwood in Lakewood.

John A. June of 1902 Pattiz Ave., Long Beach, manager of the Morris East Los Angeles office, 5312 Whittier Blvd., was elected an assistant vice president.

Preview  
**NEW**  
**1965**  
**MODEL**  
**HOMES**

Exclusive  
Parkside Living  
City  
of Long Beach

**El Dorado Park**  
ESTATES

**TWO-STORY • TRI-LEVEL • SPLIT-LEVEL • ONE-STORY**  
luxury residences

**5-4-3 BEDROOMS • Family Rooms • 2 and 2 Baths**

FROM **\$31,450** TO **\$43,450**  
CONVENTIONAL FINANCING

All Utilities Underground... NO UNGHLY POLES

**BUILT BY S.S. INVESTMENTS**

**VERIFIED**

IN LONG BEACH THE PRESTIGE ADDRESS

**Cerritos Circle**

**DUPLEX GARDEN ESTATES**

Beautifully designed 1200 sq. ft. of 2 and 3 story units and lovely grounds with garden service pools. Central a luxury home. Cerritos Circle is a rare find in Long Beach.

The fully equipped Gold Medal kitchen with natural walnut cabinets also includes refrigerator, dishwasher, double oven and built-in range, 2 bedrooms, 2½ baths, gas fireplace, spacious living and dining areas and 3 car garage. Cerritos Circle is a rare find in Long Beach.

Adjacent to the Cerritos Circle is an exclusive area of Long Beach, each with its own and elegant, private pools. Cerritos Circle is the one for an individual life.

Real Estate Office, 4192 DEL MAR, LONG BEACH Phone 424-7348

the most beautiful homes in California... the most beautiful homes in California... the most beautiful homes in California...

**Briercliff Village**

the most beautiful homes in California... the most beautiful homes in California... the most beautiful homes in California...



## Luxury Homes on Waterfront

A unique development of 92 luxury homes, Huntington Marina, is nearing completion in the Huntington Beach area, opposite the new Orange County Marina at 16180 Pacific Coast Hwy. It is the first condominium ever built consisting entirely of waterfront homes with individual boat slips. The \$4,000,000 project is being developed by the Decon Corp., Santa Ana.

A spokesman said each Medallion Home in the development will have its own boat slip fronting on the 400 ft. wide channel. Each slip, he noted, will be wired with electrical power outlets. The slips will accommodate yachts up to 46 ft. in length. Huntington Marina will be accessible by boat from the channel and by auto from the development's private street.

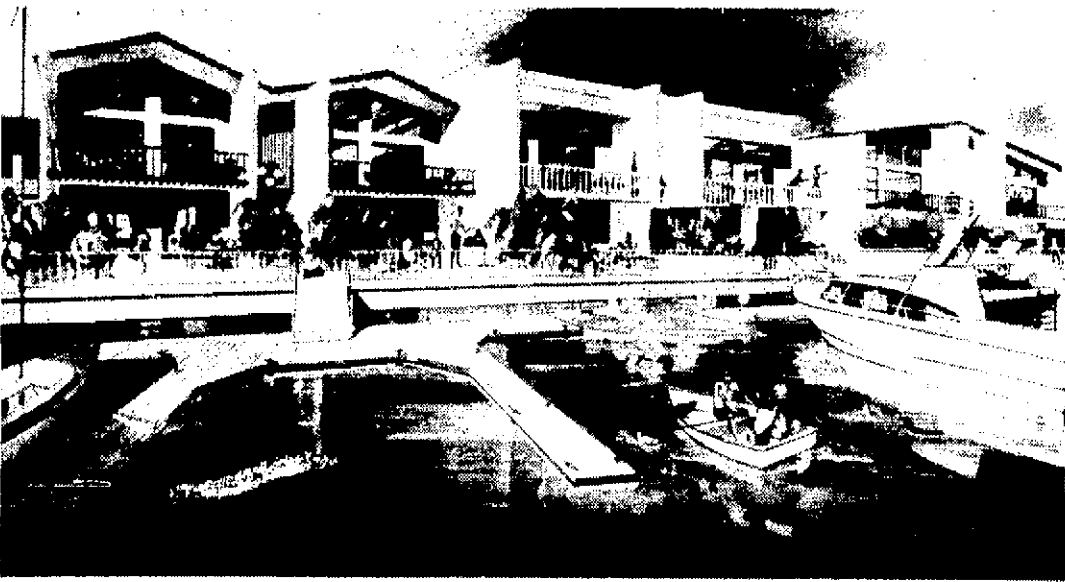
**OTHER FEATURES** in the two and three-bedroom Medallion Home development include all-electric built-in kitchens; open beam ceilings; private waterfront patios and balconies; enclosed gardens; and a host of luxury appointments.

The spokesman for the builder noted that over 60% of the homes have been reserved during the first construction stage. They are priced in the \$42,500 to \$47,500 range.

President of Decon Corp., Cedric E. Sanders, once was rated by Architectural Forum as the second largest residential building contractor in the United States. Sanders has built over 10,000 homes, apartment buildings and commercial structures. His design and construction methods have been featured in many magazines.

### New Store Opens

Barker Bros. opened a new store last week in Santa Ana at 2522 N. Main St. It represents an investment in excess of \$500,000 and is the firm's 22nd store in Southern California.



### BOAT SLIP WITH EACH HOME

Huntington Marina, the first condominium constructed that consists entirely of waterfront homes with boat slips, is nearing completion opposite the Orange County Marina at 16180 Pacific Coast Hwy. The 92 homes in two and three-bedroom stylings are priced in the \$42,500 to \$47,500 range. A spokesman for the builder noted that over 60% of the units have been reserved during the first construction stage.

### Colwell Firm's Loan Servicing Increases 17%

The Colwell Company, mortgage bankers, had a net increase of 17% in its loan administration, or servicing dollar volume, during the year ended Dec. 31, 1964, according to Bundy Colwell, president.

At year end 1964, there were 60,514 mortgage loans in the portfolio with an aggregate \$865 million in principal balances outstanding, compared to 55,186 loans and \$738 million at the close of 1963.

Since Dec. 31, 1960, the loan servicing volume has increased by 184%. With the sizable gain, Colwell now ranks among the top three mortgage bankers in the nation and is the largest publicly held firm.

Practically all loan categories in the portfolio posted net dollar volume gains in 1964. V-FHA residential loan volume was up 15%, conventional residential 56%, multi-family 28%, commercial 10%, and home modern-

## To Build 69 Homes on Newport Bluff

Developers Ivan Wells & Sons Inc. announced plans for a group of exclusive Baycrest Homes to be constructed soon on 69 prime view sites recently acquired in the Dover Shores development along Newport Harbor's west bluffs overlooking the upper bay. Groundbreaking will be within 30 days on the \$6 million custom homes development, according to Don and Gene Wells, owners of the construction firm.

Designed in collaboration with several well-known California architects, "for discriminating buyers who can afford the best," the builders said, these luxurious homes will be available in more than 50 elevations and may be custom modified to suit the buyer's personal ideas and needs.

"We are designing all of our homes to take full advantage of the forever unobstructed view from the Pacific Ocean east to Saddleback Mountains and its foothills."

Baycrest Sales office and the first model home will be located at 1806 Santiago Drive in the west bluffs community. A temporary sales office is located at 1840 Tradewinds Lane, Newport Beach, in the original Baycrest development.

"WE ARE able to extend



### VIEW SITES FOR HOMES

Developers Gene Wells (left) and Don Wells, of Ivan Wells & Sons Inc., check location and plans for new Baycrest Homes to be constructed soon on 69 prime view sites along Newport Harbor's west bluffs overlooking the upper bay.

## Retirement Units Open

A program which permits a homeowner who's anticipating retirement and whose present home exceeds his requirements, is intriguing visitors to explore Crystal Aire Estates in San Jacinto.

Crystal Aire Estates, a project of the Way Development Co., is offering a plan guaranteeing trade-ins by underwriting a sale of a purchaser's present home.

Others, desiring to retain a present home but wishing another in smog-free climate, are buying a second recreation residence at the community which nestles in the foothills of the mountains.

**THE PROJECT** is a community of individual two-bedroom homes located at the intersection of Jordan and Shaver Streets in San Jacinto.

Residences at the development are air-conditioned, insulated ceiling and walls, rock roofs and individual patios. Kitchen built-ins include range, oven and hood, and disposal. Abundant cabinetry, fashioned from hardwood, is present.

Prices are comparatively low, beginning from \$12,500. FHA financing is available, and monthly payments are as low as \$88.

# 60% SOLD OUT!

A MEDALLION HOME

Where Dreams Come True!

# RAINBOW

## HOMES IN ANAHEIM

1 AND 2 STORY  
3-4-5 BEDROOMS — FAMILY ROOM  
2 AND 2-1/2 BATHS

# \$395

dn.

from plus costs  
priced from \$25,500

**Roper Built-in Range and Oven and Dishwasher**

**Redwood Fencing . . .** Rear and Side Yards, completely encloses the yard, with gate

**Wall-to-Wall Carpeting . . .** a money-saving feature of 100% Continuous Filament Nylon

- Massive Wood-burning fireplaces
- Mantel over Fireplace
- Distinctive Ash Paneling
- 70,000 BTU Forced Air Furnaces
- 40 Gal. Hot Water Heater
- Range Hood and Fan
- Weatherstrip Doors
- Spacious 2-car Garage, Large Enough for Hobby Space
- Used Brick Planters
- Family Rooms
- Mirrors and Medicine Cabinet
- Ceramic Tile in Shower
- Sliding Glass Doors
- Folding Wardrobe Doors
- Special Bandsaw Detail
- Shake Shingle Roofs
- 2" x 8" Facia Board
- Television Outlet
- Utilities Installed and Paid For
- Street Lights

**ONLY  
11 LEFT  
AND I  
GOT ONE  
!!!**

## TRADE-INS OKAY!

YOUR HOME EQUITY IS YOUR FULL DOWN

### 4 BEDROOMS • 2 BATHS & 500 sq. ft. HOBBY ROOM

FENCING • FRONT LANDSCAPING  
CARPETING • SPRINKLERS

FROM **\$22,900**

CONVENTIONAL FINANCING • 30 YEARS • 6%

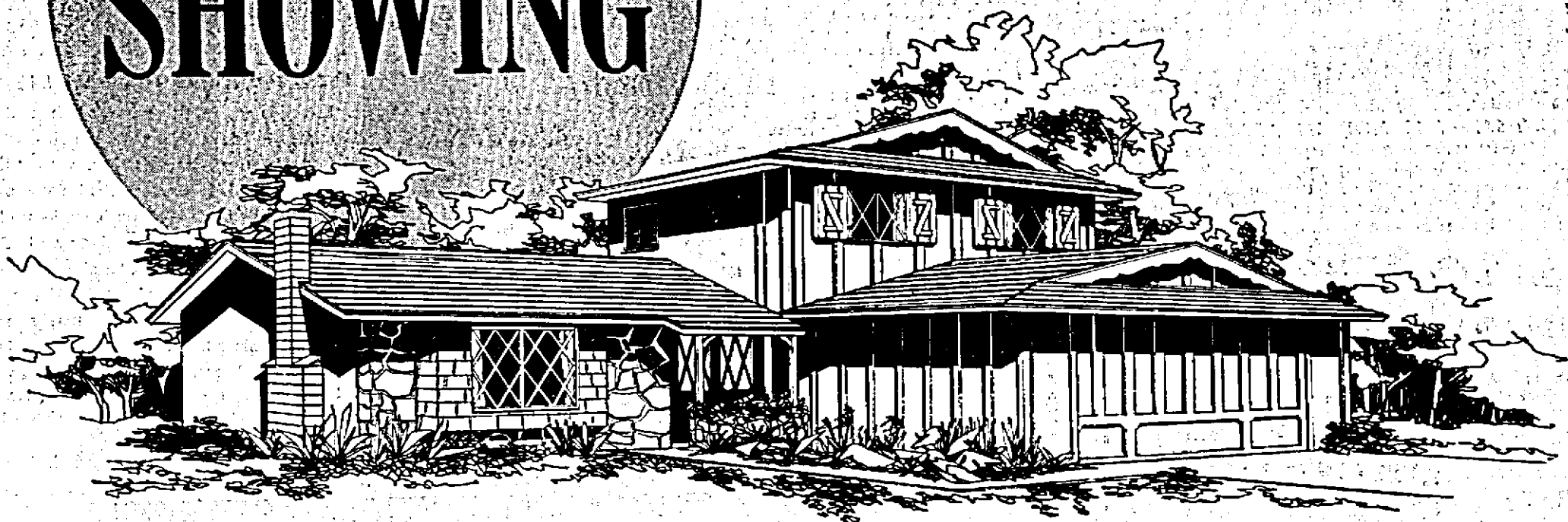
## TIARA ESTATES

BUSHARD & HEIL IN FOUNTAIN VALLEY

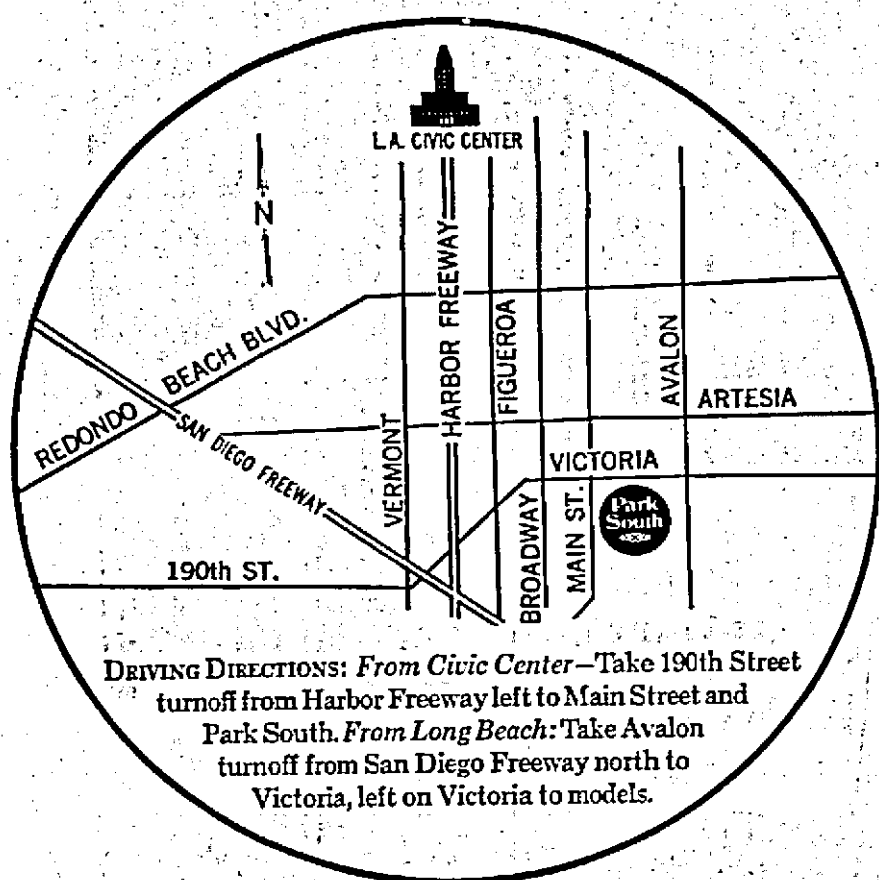
Sales Agent • JE. 1-0291



# FIRST SHOWING



## L.A.'s LAST CLOSE-IN LOCATION!



- 2-Story Estate Homes
- Shake Roofs
- Wall-to-wall 100% Nylon Carpeting
- Fireplaces
- Dishwashers
- All Electric Kitchens

*Absolutely the best prestige home value!  
Close to recreation, shopping and employment!*

Full price **\$24,500** and **\$25,500**

*a private, walled community*

# Park South





# Park South Homes Offer Only 28 Sunshine Homes Remaining

## Luxury at Close-In Site

"All the home buying public wants is a quality home in a close-in residential area," according to Reed Clark, sales manager at Park South.

"At Park South we have just that, and we've been deluged by people ready to buy right now. Good locations still exist but they're going fast," Clark continued.

Located west of Dominguez at the intersection of 190th (Victoria) and Main Streets, Park South's homes are within a few blocks of both the Harbor and the San Diego Freeways.

Park South is a few minutes drive to downtown Los Angeles marketplaces and employment, Santa Monica, Playa del Rey and Redondo beaches, or Los Angeles Harbor and Long Beach.

**A NEARBY 186-ACRES** is being molded into an 18-hole championship-type municipal golf course to be open for play this fall.

Two-story homes containing three and four bedrooms and two baths, comprise the community's collection of residences. An upstairs "bonus" room provides space for future expansion.

Kitchens have built-in all-electric O'Keefe & Merritt range, hood and fan, oven, dishwasher, disposal, and ceramic tile sinks and bars. Ash wood cabinets are spacious.

**OTHER FEATURES** at Park South are nylon wall-to-wall carpeting, installed TV outlets, cultured marble pullmans and dressing tables in baths, fireplaces fashioned from stone, brick and veneer, aluminum sliding windows and patio doors, oversize garages.

According to sales manager, Reed Clark, prices at Park South are \$24,500 and \$25,500 with low down payment and terms.



**A ROSSMOOR TOWNHOUSE**

The expertly designed residence shown above is one of the townhouse buildings at the new luxury \$4 million development at Rossmoor Center. Each unit presents the picture of a single mansion-type home while in effect each home contains four separate townhouses amidst the splendor of a country club setting.

## Buyer of Rossmoor Townhouse Becomes Salesman for Units

For the past 13 years, Jim Miles, ex-army paratrooper, traveled throughout the nation and abroad in his job, as field service engineer for North American Aviation. A few months ago Jim decided he'd had it. He wanted to settle down in a job not too far away from home where he and his wife, Frances, could enjoy a regular life.

Never in his dreams did Jim believe that his job would turn out to be a one-minute walk from his home.

Here's what happened: When the Miles decided to buy a house they looked from Oxnard to Costa Mesa for the best location, climate and freeway service. When they talked with Sales Manager Pete Blair at Rossmoor Townhouses they became convinced that this was where they wanted to live. They bought a Rossmoor Townhouse in September and moved in during October.

**THE PROBLEM** of a steady job was next. And Miles, after a brief period of residence at Rossmoor discovered what he wanted to do.

Today, following a few weeks of intensive schooling to obtain a real estate salesman's license, Jim Miles who was himself the satisfied buyer of a Rossmoor Townhouse, is now one of the outstanding salesmen for Mesa Realty, the sales agents for the Rossmoor Townhouse development.

**THE TOWNHOUSES**, starting at \$19,950, enable residents to enjoy a carefree life in their two, three or four-bedroom home with recreational facilities including swimming pool, Jacuzzi whirl-pool, children's wading pool, putting greens, shuffleboard courts and a private club house.

From Long Beach go East on Seventh St. to Los Alamitos Blvd., north exit, then left 5 blocks to Rossmoor Shopping Center.

## La Habra Homes in Fast Sale

An enthusiastic response from the public has marked the high sales since the grand opening at Habra Heights interior designs.

**A FAMILY ROOM** is included in three of the plans, and two have a fourth bedroom that makes an ideal den, play room or hobby room, the spokesman said.

Down payments as low as \$395 and \$495 are offered and 20 1/2-year loans are available.

To see the models drive Long Beach Freeway to Imperial Hwy., then east to Brea Blvd., left to Central and left to Habra Heights.

The buyers who have tallied more than \$600,000 in sales since that February opening are most enthusiastic giving solid proof of the values being offered," the spokesman said.

A \$4,000,000 investment, Habra Heights offers 200 homes in three, four bedroom and three-and-a-den models, four floor plans and 16 ex-

## NOW OPEN

See two-bedroom individual homes for mature adults, who want relaxed country club atmosphere and neighbors to share their interests. Yours now with built-in kitchens, patios, wall-to-wall carpeting, a world of up-to-the minute features. Crystal Aire Estates is set in lovely San Jacinto, where warm desert air means healthful, happy living. Here, you enjoy complete recreational facilities including swimming pool, shuffleboard and putting green. (A monthly fee covers maintenance.) Come out today. Move in tomorrow. Jordan and Shaver Streets in San Jacinto.

**TRADE IN YOUR HOME**  
Ask about our Guaranteed Sales Program . . . Handled through the Los Angeles firm of Gibbins-Von Dyl and Associates.

**\$12,500**

FHA Financing—8% down including impounds.  
Monthly payments **\$88**  
(subject to adjustment)

**CRYSTAL AIRE ESTATES**  
JORDAN AND SHAVER STREETS — SAN JACINTO, CALIF. PHONE (714) 454-7284

Way Development Co., Inc.  
17557 Ventura Blvd.  
Encino, Calif.

Only 28 residences remain at Sunshine Homes-Fountain Valley, \$3 million 86-house Orange County community, reports Dick Watts, community manager for builder-developer S. V. Hunsaker & Sons.

Four home stylings are offered including both one-story and two-story residences. The floor plans, available in 14 different exteriors, are three, four and five-bedroom homes, with up to three baths each.

**WALL-TO-WALL** carpeting, living room traverse draperies, complete front yard landscaping with underground sprinkler system and rear yard fencing with gate are included in purchase prices which begin at \$23,050 on conventional terms. Watts pointed out. Total move-in costs start at \$595, with closing and escrow fees being paid by the developer.

Features of the balanced power homes include masonry fireplaces, walnut paneling and sliding glass doors in living rooms, full-wall-wardrobes and walk-in closets in bedrooms, up to two master suites, laundry rooms and two-car garages.

**KITCHENS** have luminous ceilings, automatic dishwashers, built-in double door oven, countertop range, range hood with lights and fan, disposer, pantry and breakfast bar.

Each home carries a written one-year warranty on workmanship and materials.

Four furnished models are open daily from 10 a.m. to 7 p.m., and may be reached by driving south on Beach Blvd. (Hwy. 39) from the Santa Ana or San Diego Freeways to Ellis Avenue and turning east to the community.



**BUILT BY HUNSAKER**

Spacious dining area adjoining "open-end" kitchen is feature of houses at Sunshine Homes - Fountain Valley, project developed by S. V. Hunsaker & Sons.

Sunday, March 21, 1968

**Pomona Valley Inn to Open Thursday**

The Pomona Valley Inn, a \$2 million, 10-acre motor inn complex, will be dedicated Thursday noon. It is located in Pomona at the intersection of Valley Boulevard, Highway 60 and Holt Avenue.

The Inn will be operated by G. David Schine's Management International, Inc.

## CALIFORNIA LOT OWNERS...

**DID YOU KNOW . . .**

**GUARANTEED HOMES**  
WORLD'S LARGEST ON-YOUR-LOT BUILDERS

**WILL BUILD A HOME OR INCOME UNIT ON YOUR LOT LIKE THIS . . .**

MODEL 1202 THREE BEDROOMS—TWO BATHS

PRICES **\$4695\*** ON-YOUR-LOT  
START NO \$ DOWN  
FROM 100% FINANCING

FOR FREE BROCHURE OR MORE INFORMATION COME IN OR CALL **GUARANTEED HOMES OF BELLFLOWER**

**9717 E. Compton Bl.**  
TEL. TO 6-9791 OPEN 9 to 9 EVERY DAY

\*Prices vary slightly in some areas.

Value

## THE BEST QUALITY BUY

### IN TOWNHOUSE LIVING

1 and 2 STORY

## FOOTHILL VILLAGE TOWNHOUSES

### IN FULLERTON

2 AND 3 BATHS  
2, 3 AND 4 BEDROOMS

**\$91<sup>00</sup>**  
As low as per month, principal and interest

**\$18,900** full price  
As low as 5% down ■ As low as 6% financing

All upkeep is provided for the landscaped grounds and recreation facilities plus exterior painting of your homes. (You pay your proportionate share of maintenance costs by a monthly charge.)

5 FURNISHED MODELS OPEN DAILY 10 A.M. TO 7 P.M. LATER BY APPOINTMENT.

Corner of Placentia & Madison. Prestige area 1/2 mile from California State College at Fullerton.

**SALES OFFICE: 3001 Madison Avenue, Fullerton • PHONE (714) 528-5744**

FROM RIVERSIDE FREEWAY: Take State College Blvd. exit north to Chapman Ave., then right (east) to Placentia Ave., then left (north) to Foothill Village.

There are townhouses—and townhouses . . . So look around. We invite you to compare Foothill Village Townhouses with any other townhouses ■ We invite you to compare our automatic refrigerated air conditioning — a ducted system which is an integral part of the home — cooling to your comfort as much as 1776 square feet of living space. Compare this with a unit stuck in the window. One is superior quality, the other is not ■ We invite you to examine the exteriors of slumpstone, used brick and durable cedar; then compare this with stucco and other materials frequently found elsewhere. One is superior quality, the other is not ■ We invite you to investigate such features as Rockwool full thick batt insulation in all perimeter walls and four inches rockwool insulation blown in on the ceilings. Foothill Village Townhouses has them, most others do not. One is quality, the other is not ■ Our concept is quality. We welcome comparison. We challenge competition. Why don't you come in today and let us show you around? We'd be proud to.

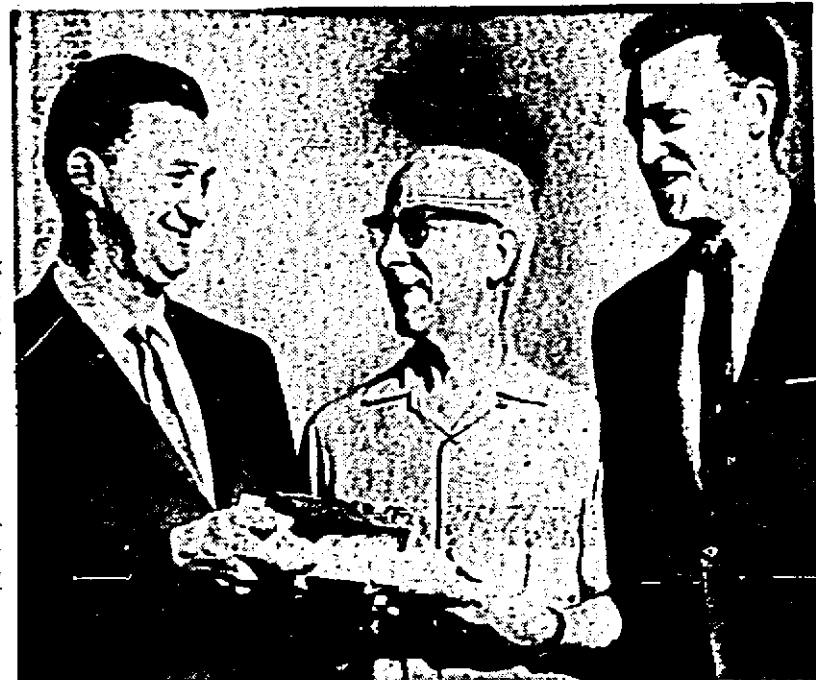
- Automatic refrigerated air conditioning and forced air heating by General Electric
- General Electric built-in appliances include eye level oven, range, dishwasher and disposal
- Architecturally designed cedar and masonry front elevations
- Complete soundproofing that assures privacy
- 2 Swimming Pools
- 1 Wading Pool
- Putting Greens
- Shuffleboard
- Cabana
- Recreation building with well equipped kitchen.

## FOOTHILL VILLAGE TOWNHOUSES

DEVELOPERS: The J. M. D. Company, The H. R. B. Company and The Aspenwood Company, partners of Townhouse Development, 9776 Katella Avenue, Anaheim, California.

SALES AGENTS  
Forest E. Olson, Inc.





**'BE ALERT! SAFETY IS NOT AN ACCIDENT'**  
Paul Becker (left), supervising safety representative for Independent, Press-Telegram, presents B. W. Ellis, composing room employee, with a transistor radio for his winning slogan "Be Alert! Safety Is NOT an Accident" in safety slogan contest held recently in newspaper plant. At right is Stanford Stanley, I. P-T general safety chairman.

## Research Committee Leaders Announced

Peter H. Ulrich, vice president, Southern California headquarters, Bank of America, N.A., has been elected chairman of the Residential Research Committee of Southern California, J. Byron Cole, of Cole Realty Co. and outgoing committee chairman, announced Saturday.

Elected to serve with Ulrich were Jack W. Leonard, Bank of America, vice chairman; and Joseph R. Brown, Jr., Title Insurance & Trust Co., secretary-treasurer.

George T. Clark, of Security First National Bank, Head Office, was named chairman of the Survey Subcommittee to prepare the committee's Quarterly Reports.

The Residential Research Committee of Southern California is a non-profit community organization for the development and distribution to committee members of factual information on conditions affecting housing, mortgage lending, construction and related aspects of real estate in Southern California.

### CREA Backs Amendment Plan

The 49,000-member California Real Estate Association went on record recently as supporting a federal constitutional amendment allowing one house of state legislatures to be elected on a basis other than population.

Some 1,000 CREA directors, meeting at Anaheim, adopted a resolution that affect and commend the California State Legislature for its position regarding the proposed federal amendment.

## EMPHASIS ON BIG 'I'

# Independent Insurance Group to Hear Banker

Improved public awareness of the big "I"—emblem of the Independent Insurance Agents Association of Long Beach—will be stressed at a Monday luncheon meeting of the group.

Ernest J. Young, Bank of America vice president, will be featured speaker of the program at Hoefly's restaurant in Belmont Shore.

Young will emphasize the importance of image and identification in relation to the big "I". He will point out that the image created by the big "I" identifies not only the group itself, but also the quality of its product.



**ERNEST J. YOUNG**  
Speaks Monday

"ANY COMPANY'S image is, in the long run, measured by its performance," Young says in an advance copy of his address released to the Independent - Press Telegram. "Unless you live up to the promises you make, nobody is going to come back for seconds."

Speaking of the similarity between development of trade names and trade organizations, Young points out that each was begun as a means of identification and then went on to ensure quality in a product or service.

AS MORE AND MORE people come to recognize the big "I" as identifying the group and its quality, Young states, "you won't have to waste time telling them who you are—rather, you can concentrate on the particular services that you offer."

Stating that the Bank of America, although widely known, spends about \$65 million annually on advertising, Young says:

"You want to tell the public that you are open for business, that you can handle this business better than your competitor and that you offer certain specialized services."

"THE PROBLEM, as I see it, is that because you are each independent agents, you cannot individually afford the large sums of money required for such a program. And yet, because of the useful and beneficial functions that you do perform the public must be made aware of your existence."

"This, of course, is where the big 'I' comes in, and I must say that I think it has been doing a very good job."

The San Francisco-based Young is vice president in Bank of America's Business Relationships Department, which he says "concentrates on making ourselves known to the people of California who might be interested in doing business with us."

Before joining the bank he was executive director of the Sacramento Area United Crusade for five years, and also held top posts in Community Chest and United Fund work in cities on both east and west America.



## EVENING HOURS FOR BANKING

Extension of a Bellflower bank's hours to 8 p.m. Fridays to enable shop and office girls, factory workers and housewives to bank without interfering with their busy day routine was hailed last week by Linda Wentworth, president of the Bellflower TGIF ("Thank Goodness It's Friday") Club. "The club," she said, "is also tickled with daily walk-up drive-up window banking service from 9 to 5 p.m. It's about time someone realized banking hours should be for the public," she said, as she planted a "thank you" kiss voted by the club on the cheeks of Charles A. Victory, Bellflower National Bank president, shown here with her.

## Administrative Group to Meet

"There's communications—then again, there's understanding," will be subject of a talk to be given before the Administrative Management Society dinner, meeting Tuesday.

Speaker will be Eric J. Smith of Smith and Hemmings, a Los Angeles specialist firm, which designs, writes, produces and mails direct mail sales promotion programs for 145 California organizations.

Smith was born in Huddersfield, Yorkshire, England, and now lives in Pasadena.

The meeting will be at the Lafayette Hotel, with a social hour starting at 6:30 p.m. and dinner at 7. Al Hopkins, president of the local chapter, will preside.



**ERIC SMITH**

## USSR Building Eases

Housing construction in the Soviet Union in 1964 dropped to its lowest point in six years. The peak year in "country-family dwellings" was 1959; in apartment units, 1960.

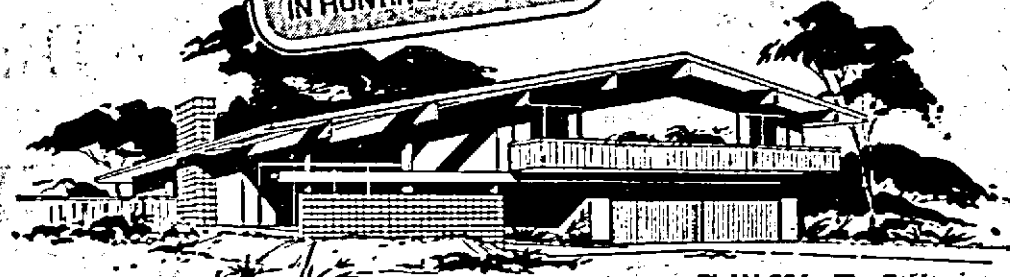
SEE THE EXCITING WORLD OF PETER GOWLAND, INTERNATIONALLY FAMOUS PHOTOGRAPHER ON DISPLAY NOW THROUGH MARCH 31 IN OUR SALES PAVILLION



Dramatic new architecture



Fashionable California living

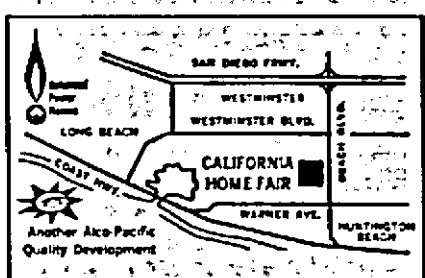


PLAN 324 The Californian

### Sol-Vista presents the most dramatic and extravagant display of authentic California architectural designs under the sun!

California... fashion capital of the world... creator of dynamic new architectural concepts and colorful fashions for fun living. Now, Sol-Vista presents a series of stunning new design originals, exciting new homes carefully created to help you enjoy even more the year 'round wonders of California living. Indoors... outdoors... formal... casual... never before such fresh new ideas, such color and style under the California sun!

PROFESSIONAL INTERIOR DESIGN AND COLOR COORDINATION SERVICE INCLUDED AT NO ADDITIONAL COST TO HOMEOWNERS!



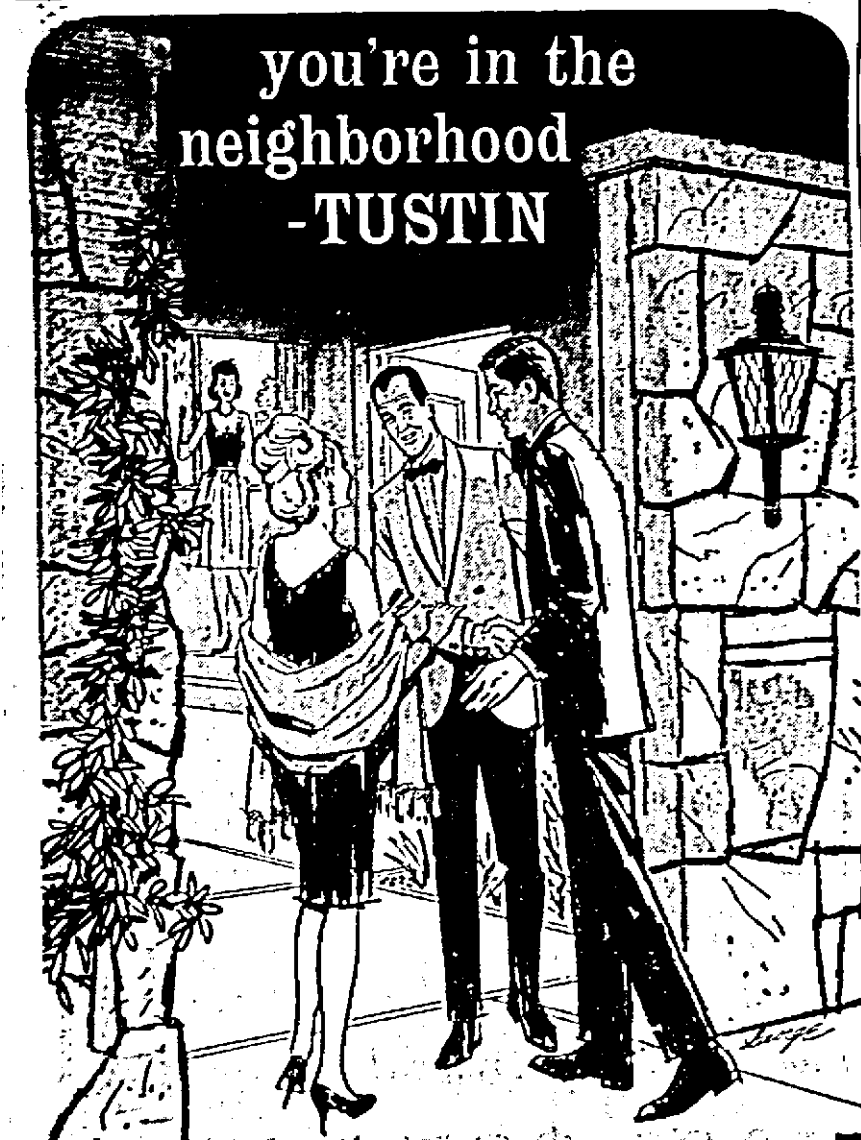
### 3-4-5 BEDROOM CUSTOMIZED HOMES \$29,550 to \$35,975



PLAN 124 The Malibu



PLAN 134 The Bel Air



you're in the neighborhood -TUSTIN

Tustin. The greater part of Orange County. And Red Mill Estates are the homes to improve the finest neighborhood. A private walled community of one and two story estates with the most arresting features:

- Private court yards
- Pool-size lots
- Sunken living rooms
- Formal dining rooms
- King size bedrooms
- Upstairs fireplaces
- General Electric kitchens
- And the added value of pegged and grooved hardwood floors and paneled walls
- Front yard landscaped—sprinklers. Move into the neighborhood of success. Move into Red Mill Estates.

ONE AND TWO STORY ESTATES • 3, 4 AND 5 BEDROOMS

from **\$32,500**

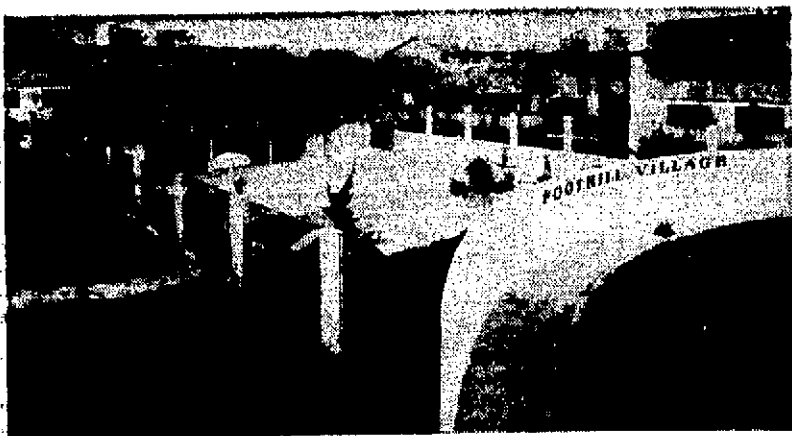
**RED MILL ESTATES**

Driving Directions—Santa Ana Freeway to Red Hill, turn left to Bryan, then right to model homes.

SCALE: 1/4" = 10' 0"



## Foothill Village Townhouse in Fullerton Have Big Appeal



### QUALITY STRESSED IN TOWNHOUSES

Here is a view of the Foothill Village Townhouse development in Fullerton where the developers have stressed quality in construction to provide ideal living conditions.

Couple quality in a home, with a reasonable monthly payment for principal and interest and you have interested homebuyers, stated H. Brookman Jr., one of the developers of Foothill Village Townhouses in Fullerton.

Prospective homebuyers also show interest, according to Brookman, when they realize the payments for both principal and interest are as low as \$91 monthly after a normal down payment.

Considerable research has been undertaken by the developer to determine what the buying public is seeking in townhouse living.

"The results," Brookman states, "is one concept... quality." Foothill Village community with its park like atmosphere of trees and shrubbery offers the residents a source of constant satisfaction rather than a source of continuing chores. Provided is all upkeep for the beautifully landscaped grounds, swimming pools and other recreational facilities. Exterior painting is done to protect the beauty and condition of the homes in the community. The owner pays a proportionate share of maintenance costs by a monthly charge.

THE LARGE recreational building provides many facilities for group gatherings, plus swimming pools, playgrounds and putting greens. Townhouse features in-

clude built-in range and oven, dishwasher and disposal, automatic refrigerated air conditioning and heating, fireplaces and private patios. Of particular note is the luxurious nylon filament carpeting throughout.

Prices start at \$18,900.

Offered is a wide range of one and two-story plans including two, three and four bedrooms and two and three baths. Financing is available at 6% for 30 years.

The furnished models are on Placentia Ave. and Madison Ave. just north of Chapman in Fullerton.



### MAYOR'S CAR CUTS RIBBON

When the new Magic Minute Car Wash opened two blocks east of the Traffic Circle on Pacific Coast Hwy., the car of Mayor Edwin Wade served to cut the ribbon. Shown with the mayor are Louis Meltzer and Sam Kern, co-owners. The concern features a 180-foot-long hookless conveyor system capable of handling over 200 cars per hour.

## BUSINESS, ECONOMY NOTES

### New Plating Process Boosts Plastics Into Big Potential

By KEN CHILCOTE  
Business Editor

Chalk up another big step for plastics, the wonder child of the materials industries, thanks to a metal-to-plastic plating breakthrough.

ABS (acrylonitrile-butadiene-styrene) plastics especially are benefiting this new plating technology. Plastic molders and metal finishers claim quality results have been obtained from ABS, originally produced by U.S. Rubber Co.

Briskest and largest appetite for chrome-plated parts is the automotive industry and many parts in new models are now using the ABS plating. These include door lock buttons, door handles, arm rests, lamp housings, wheel covers, window frames, grilles and trims.

Appliance, plumbing, building hardware are among other industries considering ABS to make inroads into producing parts made of metal die casting.

PLATING ON plastics is

not new or unique but the procedure has been limited for such plating took up to 20 hours for processing. Thick and heavy plate deposits were in the nature of an envelope encasing the plastic. Frequently metal peeled away from the plastic part or blistered and flaked.

The new treatment is said to create a strong bond between the plastic and metal. The metal deposit can be as thin as 1/2 mil., yet provides great wear resistance, stays attractive and is impervious to galvanic corrosion.

You'll be seeing a lot of it soon, used in many ways.

A BIG YEAR is seen for the folding-type home pocket billiard tables. The pool craze developed the past year by some 20 million Americans led to establishment of thousands of parlors over the nation, where families can enjoy the games. Super Industries Corp., expects to sell 700,000 of the folding-type home tables this year. They will range in price from \$80 to \$700. . . . Walter Kidde & Co., New Jersey producer of safety, security and scientific equipment as well as space systems equipment, announced agreement has been reached to purchase Weber Showcase & Fixture Co., and Weber Aircraft Corp. Weber, 70-year-old producer of temperature controlled display equipment, also is known for aircraft and space vehicle pressure activated equipment.

RUMORS GROW that Saturday Evening Post will fold. Now in its 15th year of decline, the rumors say SEP could lose \$10 million this year, draining profits from other Curtis publications. . . . Walter Reuther launched a civic responsibilities program for his United Auto Workers in the 1930s and carefully made great progress. Now many major industries are establishing similar programs in civic affairs and keep close watch on legislation and the business climate. This is separate from the public relations departments they all have.

MAYBE YOUTHS do the family buying now? At least the TV stations seem to think so as they swing more and more to programs attractive to the youthful viewers. The casualty rate of shows the coming season is alarming to older viewers. Of 36 new shows this season, 22 will not return. CBS will drop 9 out of 12 shows and sponsors are paying a high rate for the Madison Avenue roulette. Maybe the Nielsen ratings should be studied. They are basically unchanged in 30 years despite other fields of technology advancement. . . . American Express showed a net income total of \$12,541,000 in 1964 or \$2.81 a share. Great growth shown in credit cards and travelers cheques. But there was still no resolution of the claims against the company's warehousing subsidiary arising out of the vegetable oil scandal in Bayonne, N. J., which left many people holding virtually worthless warehouse receipts.

AIR FILTER firms are riding on a big boom crest as the nation's households are taking to the equipment to provide better breathing. American Air Filter Co., Louisville, already is 16% ahead of last year and business is growing so fast it soon may be listed on the New York Stock Exchange. . . . Old Republic Life Insurance showed an increase of \$627 million in new business the past year with a net gain of \$1.08 per share. . . . Santa Fe Drilling Co., our nearby neighbor, had record revenues of \$28,319,387 last year, a gain of 8%. . . . Shell Oil earnings the past year reached a new high for the third consecutive year although in some respects it was a difficult year with average gasoline prices driven to their lowest level in 10 years. This year expansion is being emphasized.

WHAT'S HAPPENED to American Motors? This is a question often asked by some local stockholders. They had expected a big jump with the new Rambler sports model. The new model has not been produced as fast as expected because of a strike at some

## 5-Bedroom Home in El Dorado Models



### EL DORADO PARK ESTATE

This five-bedroom model at El Dorado Park Estates accommodates large family needing lots of room. The homes are another S&S Construction Co. development.

Five bedrooms for large families are featured in one plan of a series at El Dorado Park Estates, according to a spokesman for S & S Construction Co., builders.

Six elevations are available in this plan which puts four bedrooms and two baths up

stairs with living room, family room, dining room and bedroom No. 5 which might also be used as a maid's room or den, downstairs.

Other El Dorado models highlight three, four and five bedrooms with family room and two or three baths in one-story, tri-level and split-level models, eight floor plans and 34 exterior designs.

The medallion kitchens have built-in range, double oven and dishwasher, color-matched with hood and fan.

Priced from \$31,450 to \$43,450, El Dorado offers conventional financing, the spokesman said. Visitors are invited to see the street of furnished models on Spring St. between Los Alamitos Blvd. and Coyote.

Hurry now for  
**BIG CLOSE-OUT SPECIAL**  
on the last 15 beautiful  
**STARDUST HOMES**  
Belfontaine Series  
**AT HUNTINGTON BEACH**

Over 180 already sold. Just 15 left! A wealth of luxury features throughout. Rich hardwood floors. Slats entries. Crystal chandeliers. All-electric kitchens. Concrete driveways. Hurry, while there's still a choice of floor plans, including spacious 2-story homes with balconies! We must move on to new projects, so time is short. Hurry for savings now! Drive south on Brookhurst and turn west on Garfield—or south on Beach, then east on Garfield. Open from 10 a.m. 'til 7 p.m.

2, 3, 4 bedrooms — 2 & 3 baths  
Prices from **\$24,250**  
FHA, VA or 3 1/2% Conventional Financing Phone (714) 962-1402

these you've got to see!



**LIKE LIVING IN YOUR OWN PARK!**

OF THE 120, ONLY 29 REMAIN  
ALL FLOOR PLANS STILL AVAILABLE

**From \$17,900**  
all ready to move into!

**LOOK!** Santa Ana's first and most splendid townhouses • Right off the Santa Ana Freeway • Spacious, park-like grounds in an established neighborhood • Mature landscaping, including orange trees • Caloric range & oven • Dishwasher • Fireplace • Nylon carpeting • Drapes • Air-conditioned • Fenced patio area • Putting green • Huge heated pool • Recreation building with billiard room, Sauna bath, fireplace, kitchen and card room! Conventional financing, as low as 5% down!



**HILLVIEW REGENCY TOWNHOUSES**

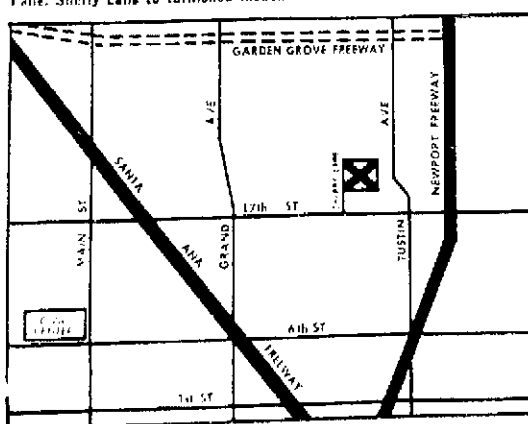
2 AND 3 BEDROOM, 2-BATH HOMES  
1919 SHERRY LANE, SANTA ANA

KRIC ENTERPRISES, INC.  
408 W. Katella Ave., Anaheim (714) 547-5877 (714) 542-3742

Caloric



DIRECTIONS: Take Santa Ana or Newport Freeway to E. 17th St. in Santa Ana. Take 17th to Sherry Lane. Sherry Lane to furnished models.



## TODAY'S GREATEST HOME BUY!

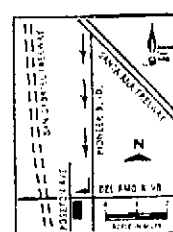


### SUNSHINE "CERTIFIED" RESALE HOMES

**3-4 BEDROOMS • 2-BATHS**  
Sunshine Certified Resale Homes have an understandable habit of being snapped-up in a hurry. The low price...the beautiful built-in Sunshine features including luxurious wall-to-wall carpeting and two-car garage...and close-to-everything convenience are irresistible. Drop whatever you're doing and come see.

SALE PRICES FROM  
**\$20,995**  
**\$395** DOWN

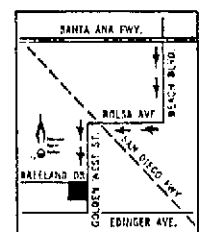
**LAKEWOOD**



From the Santa Ana Freeway — Lakeview Blvd, turn off south to Del Amo Blvd., then west on Del Amo to Roselawn Ave.  
Phone (213) 865-7132 • UN 3-2893 evs.

**3-BEDROOMS • 2-BATHS**  
An exceptional opportunity to acquire one of the top dollar for dollar values in the area. Luxury extras include: Wall-to-wall carpeting, 2-car garage, full landscaping with front yard sprinklers and backyard fencing. Come see. Now!

FULL PRICE AS LOW AS  
**\$20,995**  
AS LOW AS **\$195** DOWN  
**HUNTINGTON BEACH**

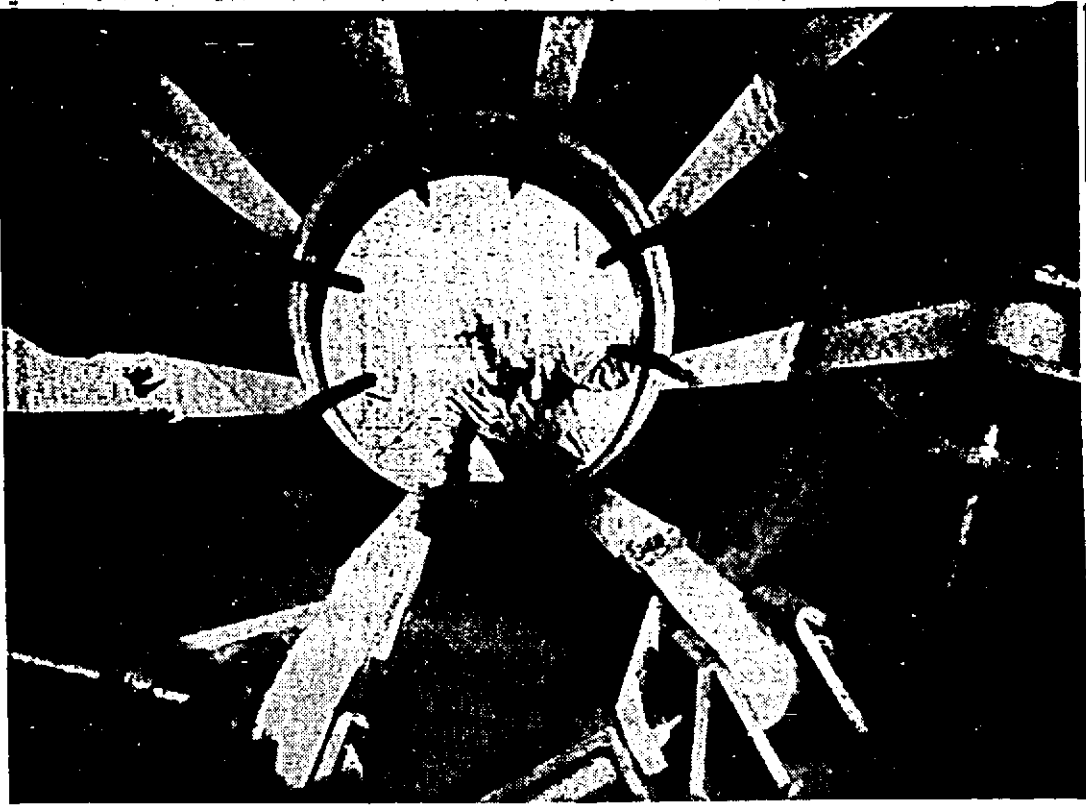


Driving Directions: Santa Ana Freeway to Beach Blvd, Beach Blvd. to Bolsa. West on Bolsa to Golden West St. South on Golden West St. to Breeland Dr. Follow signs to model home.  
MODEL HOME — 15841 Hollins, Huntington Beach  
For information call: (Days) 897-8318 • (Eve.) 897-4227



**SUNSHINE HOMES**





—Staff Photo by CHUCK SUNDQUIST

### BIGGEST OF ITS KIND AND BUILT IN LONG BEACH

Ben H. Fox, owner of Oil Tool Engineering Co., 1444 Gaylord St., Long Beach, looks into huge external casing cutter built at his plant for Reynolds Electrical & Engineering Co., Mercury, Nev. Fox's design was chosen over those of two Houston, Tex., plants. Cutter, biggest of its kind, is seven feet long, and has outside diameter of three feet 5½ inches and inside diameter of 33¼ inches. It will be used by Reynolds Co. on casings in underground atomic testing fields. Cutter weighs 3,100 pounds but can be lowered to about 800 feet depth for cutting casings. It will go around a two foot casing, cut it and recover cut off top section. Cutter can be reused many times by replacing redressed crushed tungsten carbide-tipped arms. It took six weeks to build this cutter. Oil fields are chief cutter users.

### 1,224,000 IN CALIFORNIA

## Economy Bolstered by Retired Citizens

California's retired citizens are making a substantial contribution to their home state economy, according to a national survey of retirement income made at the Arizona retirement community Tucson Green Valley, which is under the sponsorship of

the University of Arizona Foundation.

The state-by-state survey showed that the estimated 1,224,000 retired persons living in California have an annual disposable income of more than one billion dollars, or about 2% of the state's total disposable, or "after tax," income.

This figure, which does not include private pensions, is greater than the total payrolls of each of three great California industries, the study showed: communications and public utilities, agriculture and mining.

According to the study, the U.S.A. has 17,079 million beneficiaries of social security, government employee retirement plans, and private retirement funds and their aggregate annual disposable income is \$18.059 billion.

Another section of the study showed that there is an increasing flow of 65-and-older citizens to retirement communities in mild climates that are beneficial to the health of the older person.

### Area Plant Gets \$700,000 Contract

Consolidated American Services, Inc., of Hawthorne, has received a contract in excess of \$700,000 from the General Electric Co. for plant and technical services at NASA's Test Center in Gainesville, Miss.

The ConAm Services Division will provide the cleaning of high pressure gas storage and distribution lines, a cryogenics storage and transfer facility, liquid oxygen and hydrogen barges and piping of one of the test stands on which the S-11 rocket stages of the Saturn V space exploration vehicle will be tested. The contract is scheduled for completion on Sept. 30, 1965.

## Home Builders Study Community Planning

In furtherance of its campaign to improve the American environment, the National Association of Home Builders will undertake comprehensive studies of modern community planning concepts.

Planned communities that have been in existence for several years will be studied in order to determine the strengths and weaknesses in their concepts.

One study will be St. Francis Square in San Francisco, a moderate-income interracial development in an urban renewal area. The NAHB is eager to find better means of housing moderate- and low-income families and meeting housing demands for minority groups.

A workshop in June and a conference in the autumn have been scheduled to consider results of the studies. Both sessions will be in the National Housing Center, NAHB headquarters in Washington, D.C.

### Two Homes for 10%

Ten per cent of all families are thinking about buying a second home, according to a poll conducted by the University of Michigan's Survey Research Center.

NAHB will also undertake to inform builders, planners, sociologists, government officials, and educators of the problems of environment design through local meetings and publications to be circulated to home builders associations throughout the United States.

### Franco Succeeds Chas. Campbell in REA Office

Charles H. Campbell, vice president, Pacific Region, of REA Express since 1961 and a veteran of 45 years in the express business, has retired and is succeeded by Robert J. Franco, assistant vice president.

Campbell was honored in San Francisco at a testimonial dinner, attended by express company friends and leading San Francisco area civic and business executives.

Samuel P. Ingram, vice president, Executive Department, New York, represented REA President William B. Johnson at the affair.

Campbell had been vice president of REA's 16-state Pacific Region since Sept. 1, 1961.

### Realtors to Hear Geo. Wakefield

George W. Wakefield, chief assistant counsel for Los Angeles County, will address the Long Beach District Board of Realtors at its Tuesday meeting in the Crown cafeteria. Verne Morrill is chairman of the program to follow the 7:15 a.m. breakfast.

Wakefield is assistant to County Counsel Harold W. Kennedy. Since 1947 he has attended every session of the State Legislature in capacity of legislative representative for Los Angeles County.

### MASONS TO BREAK GROUND

Groundbreaking ceremonies are scheduled at 3 p.m. April 3 for this new Lakewood Masonic Building to be constructed at 5930 Parkcrest Ave. Dignitaries invited include Mayors Robert W. Baker of Lakewood and Edwin Wade of Long Beach. Master of the lodge is Walter T. Kirschner. Gene Richardson is president of the building committee.



## 12 Minutes from Downtown Long Beach

### Now \$995 Down

Only 25 swift minutes to Downtown L.A. by new direct freeway. 7 minutes to glorious ocean beaches. 5 minutes to three championship golf courses. And on your block—walk to a major shopping center including theater, bank, drug store, supermarket, department store and all other shopping.

of landscaped grounds and recreational facilities including huge swimming pool, Jacuzzi whirlpool, children's wading pool, putting greens, shuffleboard courts and a private club house. You can forget gardening, pool work, yard work, even exterior painting. There's a professional staff for that.

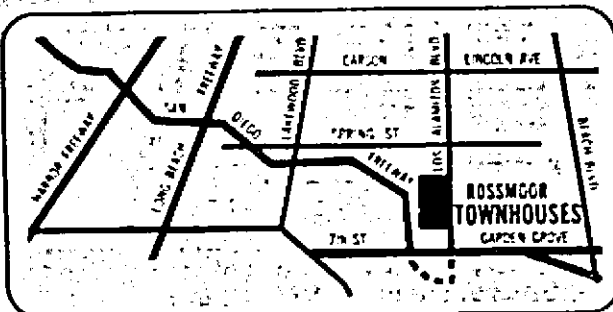
Separate monthly payment covers all exterior maintenance.

The magnificence of this townhouse village and its distinctive architecture is unsurpassed by homes selling for much more. Imagine these features! Sliding glass doors, opening on your own private, concrete patio; GE Medallion kitchen complete with Americana oven and range, disposal, dishwasher, combination washer-dryer; wall-to-wall nylon carpeting; absolute privacy (no common walls). And of course you get a grant deed and your own tax bill.

Shop and compare these 2, 3 and 4-bedroom family homes! Come out today and select your townhouse while there is still a good choice.

from **\$19,950**  
6% 30-Year Loans...  
No Balloon Payments

At Rossmoor Townhouses you enjoy carefree living in a country club atmosphere. Seven acres



### NOW! DIRECT FREEWAY ROUTE:

South on Long Beach Freeway or Harbor Freeway to San Diego Freeway; South to Los Alamitos Blvd. North Exit, then left 5 blocks on Los Alamitos Blvd. to Rossmoor Shopping Center.  
FROM LONG BEACH: East on 7th Street to Los Alamitos Blvd. North Exit, then left 5 blocks to Rossmoor Shopping Center.

Another Quality Development by Jaymar Corporation 2620 E. Carson, Long Beach, California

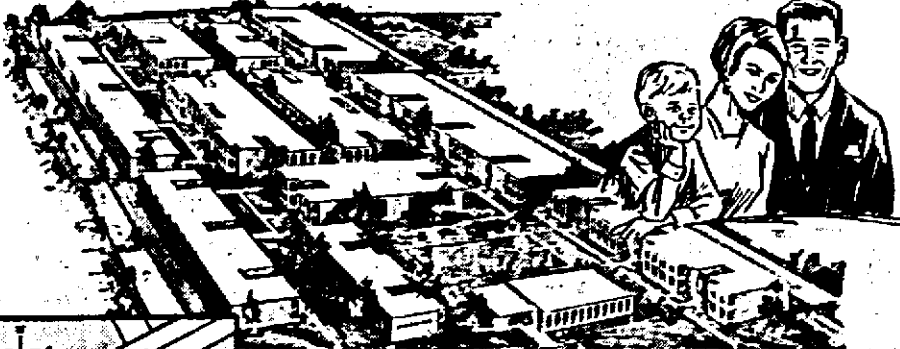


## ROSSMOOR TOWNHOUSES

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### NOW Available for IMMEDIATE OCCUPANCY

For the first time  
**LUXURY FAMILY APARTMENTS**  
designed especially for you and your children...  
at reasonable rentals



### Downey Park Apartments

Unfurnished Rentals from \$140.00 mo. . . .

ENJOY THESE CONVENIENCES IN YOUR NEW 1, 2, and 3 BEDROOM FAMILY APARTMENTS

- CARPETING, DRAPES, GAS RANGES, DISHWASHERS, GARBAGE DISPOSALS
- EACH APT. HAS CENTRAL HEATING AND AIR CONDITIONING
- SEPARATE POOL AND PLAYGROUND FOR CHILDREN
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- SAUNA HEALTH BATHS
- CLOSE TO SCHOOLS AND TRANSPORTATION

Balanced  
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MAKE YOUR  
RENTAL RESERVATION  
NOW!  
CALL  
TO 2-6721

For the Ultimate in Family Living It's . . .

### DOWNEY PARK Apartments

Corner of Lakewood at Santa Ana Freeway (Entrance on Brookshire)

ANOTHER K/B DEVELOPMENT!



# Big Shopping Center Now Open At Laguna Hills Leisure World

"Gifts for everyone" signed the gala opening today of the 120-acre shopping center at Ross W. Cortese's \$375 million, "people-over-52" community, Rossmore Leisure World at Laguna Hills. Festivities got underway with the raising of the Colors at 11 a.m. by the United States Marine Corps Color Guard from El Toro Marine air station. The ceremonies were sponsored by Laguna Hills Postmaster Eugene T. White and took place at the post office in the center. A host of civic, community and entertainment world dignitaries joined in the opening ribbon-cutting ceremonies. These included Mala Powers and Richard Long, stars of "Bell, Book and Candle" which opens April 8 at Santa Monica Civic Auditorium. In his remarks, Supervisor Alton Allan noted Leisure World's contribution to the growth of Orange County.



## FIRST MARKET PATRON

The first cash into the register of Alpha Beta's new supermarket at Rossmore Leisure World, Laguna Hills, is accepted from residents Mr. and Mrs. Arthur La Pierre by manager Dick Hawley (right) during the opening festivities of the new 120-acre Laguna Hills shopping center.

HUNDREDS OF Leisure World residents, as well as those from surrounding areas which the shopping center serves, loaded themselves with gifts from the various merchants.

The new Alpha Beta supermarket held drawings for 100 free bags of choice gourmet delights with Manager Dick Hawley as host. Alpha Beta Acres, Inc., executive Arthur Lacey also officiated.

Manning's Coffee Cafe provided doughnuts, coffee and lemonade, visitors. Margaret Kinsman's Gift shop handed out free pens and date books, while Joy and Cecil Hahn of Rol's Wine and Spirits Shop treated first day shoppers to cigars, cookies and candy. Ray Doctor of the Leisure World, 10-chair frontier style barbershop greeted first customers with gifts. Elinor and Skip Green's Coiffeurs gave out ladies' hair spray and held a drawing for a free hair styling.

FIRST PHASE of construction of the shopping center was launched last year. It includes the Leisure World Medical Center out-patient clinic, the 22,500 square-foot Alpha Beta Market, which was constructed at a cost in excess of \$300,000, and an 18,225 square-foot annex, serving 10 shops.

The complex in the Spanish motif is surrounded by a 10-foot colonnade. Red tiled roofs and 10-foot wide walkways are set in relief by a white plaster outer facade. An arcade, covered with exposed beam roofing, joins the shops with the supermarket. At one end of the complex, the shops, opposite a bus loading point, facilities have been constructed to accommodate a comfortable outdoor display area for art exhibits. A large Spanish fountain has been constructed, set off by planters and seating finished in Spanish tile. Imported Spanish light standards accent the motif.

## Hillview Townhouse Units Selling Fast

Only 29 homes remain of the original 120 at Hillview Regency Townhouses in Santa Ana, but all floor plans are still available. Priced from \$17,900 and ready to move into, Hillview Regency is Santa Ana's first townhouse complex and its like living in your own park, a spokesman says.

Located on 17th St. between the Santa Ana Freeway and the Newport Freeway, Hillview Regency is located on spacious, park-like grounds with hundreds of mature orange trees and exotic tropical shrubs dotting the grounds. Gas-lit walks wind around a large, 18-hole putting course that provides a perfect setting for a home.

A BILLIARD TABLE and a

## 21% for Housing

The typical buyer of an FHA-insured home in 1964 spent 21% of his before-tax income for monthly housing expense, including mortgage payment, utility costs, maintenance, and repairs, according to the Federal Housing Administration.

Now under construction with completion set for May is the Laguna Hills branch of United California Bank. Major chain stores and numerous other establishments are scheduled to be completed in the near future.

heated swimming pool are located in the large entertainment center that also includes an indoor barbecue, kitchen, dressing rooms, shuffleboard courts, sauna bath and card room.

The two and three-bedroom, two-bath homes include a Caloric range and oven, dishwasher, fireplace, nylon carpeting, drapes, air-conditioning and fenced private patio area. Conventional financing, as low as 5% down, is available.

To visit the furnished models, take the Santa Ana or Newport Freeways to 17th St. in Santa Ana. Take 17th to Sherry Lane and Sherry Lane to the furnished models.



Mr. and Mrs. George D. Fletcher and their two daughters Lisa and Laurel are assisted in the selection of their new home by Frank H. McFarland (right) and Jack McFarland of McFarland and Mattocks, Inc., sales agent for Premier North and South in Huntington Beach. The Fletchers bought their first California home from the senior McFarland five years ago.

# Grand Opening for Premier Homes in Huntington Beach

Premier Homes North and South in Huntington Beach is celebrating its grand opening this weekend after three successful preview weeks, reports sales agent Frank McFarland of McFarland and Mattocks, Inc. Premier will sell both new subdivisions from the one sales office and model home display adjoining the south side of Fantastic Fair.

The preview period proved to be old home week when Mr. and Mrs. George D. Fletcher of Huntington Beach came to inspect the models. Realtor McFarland had sold the Fletchers their first California home more than five years ago.

ORIGINALLY from Canada, the Fletchers now have two daughters, and their present home became too small for their needs. The Fletchers found Premier's "Colonial" four-bedroom, two-bath model to be exactly suited to their needs and especially liked

the upstairs "Premium Area." They will move into their Premier North home in May. The homes have been de-

## Puff Plastic Into 'Instant Housing'

The "instant igloo" is one of the newest experimental developments in building.

The U.S. Army is experimenting with the technique of shipping barrels of liquid plastic resins to field sites, then causing them to foam chemically to 30 times their original volume. The foaming process is controlled so that the plastic takes the shape of igloo-like structures that are rigid and waterproof.

signed on a "4 Ways Better" formula, McFarland reports. "Total Convenience" kitchens require nothing additional. Double oven, range, dishwasher, disposer, paper and foil dispenser and bench-mounted mixer-blender combination are all included in the Premier purchase price.

The model home display includes a typical Russian house built from Soviet plans. Prices start at \$24,750. A variety of financing arrangements are available.

Visitors take the Bolsa Chica Road turnoff south from the San Diego Freeway to Warner Ave., and turn left to Beach Blvd. (Hwy. 39). Turn left on Beach two blocks to Terry St., and then right to the display.

# Gets Marketing Manager Post, Based in L.B.

Kenneth M. Kiel, of Los Alamitos, has been named marketing manager in Long Beach for Burroughs Corporation's electronic computer systems.

Based at Burroughs' Long Beach branch, 2198 Lakewood Blvd., Kiel will direct marketing in the area of Burroughs B5500, B2000 and the new B3000 series computers for business, science and industry. He comes to Long Beach from Phoenix where he held a similar post.

Graduated from Hamline University, St. Paul, with a B.S. degree in physics and mathematics, he helped to develop the radio proximity fuse at the Applied Physics Laboratory of Johns Hopkins University and was a product engineer at King-Seely Corporation before joining Burroughs.

## Today—New Homes Tour on TV

NARROW YOUR SEARCH—SAVE TIME & GAS

WATCH

## HOME BUYER'S GUIDE

See the fine Home Communities approved and recommended by the California Institute of Better Living

KTLA 5

TODAY — 11 A.M. TO 12 NOON

### OCEANA Oceanside

\$11,495 — \$17,495

From L. B. — South on Hiway 101 to the Mission Ave. turnoff, which is Hiway 76 — east 3 miles on Hiway 76 to El Camino Real — then south to Oceana.

### LAKE ARROWHEAD

Home sites from \$5,990

From L. B. — Riverside Freeway to San Bernardino turnoff — North to Highland Ave. — East on Highland to Hiway 18 — Left (north) on Hiway 18 to the Lake.

### PONDEROSA Placentia

From \$27,500 — \$33,600

From L.B. — 7th St. (Garden Grove Blvd.) to Magnolia, Turn Left on Magnolia to Riverside Freeway, East on Riverside Freeway to St. College Blvd. Turnoff — Then North to Yorba Linda Blvd. East on Yorba Linda which becomes Palm Drive to Development.

### CRESTA VERDE ESTATES Corona

From L. B. — Carson to Brookhurst — North to Riverside Freeway — East on Riverside Freeway to Narco turnoff to Corona — North on Main St. to Parkridge — right, up hill to development.

### FAIRWAY PARK

East side of Long Beach

From \$24,250

From L. B. — East on Spring (Cerritos), Cross Los Alamitos Blvd. Look for models on Cerritos.

### RED MILL ESTATES Tustin

\$32,500 — \$37,500

From L. B. — Santa Ana Freeway to Red Hill turnoff (in Tustin) — North on Red Hill Ave. to Bryan Ave. — East (right) on Bryan to models.

### HIGHLAND GREENS Buena Park

From \$15,950 to \$23,700

From Long Beach — East on 7th St. (Garden Grove Blvd.) to Beach Blvd. (Hwy. 39) Turn left (North) to models.

### PREMIER HOMES Huntington Beach

From \$24,750 — \$26,950

Take Bolsa Chica Road south from the San Diego Freeway to Warner Avenue, Turn left on Warner to Beach Boulevard (Hiway 39) and turn left on Beach to the Premier model home display, which adjoins the south side of Fantastic Fair.

### HABRA HEIGHTS Brea

From \$17,500 to \$21,950

From Long Beach — 7th St. (Garden Grove Blvd.) to Magnolia in Garden Grove, Then Left to Riverside Freeway — Take Harbor Blvd. Exit North — to Central and Model Homes

### SAN JUAN HILLS San Juan Capistrano

From \$24,950 — \$29,500

From Long Beach — Take 7th St. (Garden Grove Blvd.) to Magnolia, Turn left (North) to Santa Ana Freeway to San Juan Hills in San Juan Capistrano.

### ORANGEDALE Corona

From \$20,950

From L. B. — Carson to Brookhurst, North to Riverside Freeway — East on Riverside Freeway to Lincoln turnoff in Corona — South on Lincoln to Ontario Ave., East on Taylor Ave. to models.

### SUN CITY Sun City, California

From \$10,950

Take Riverside Freeway to Highway 395 in Riverside turn right (South) 22 miles to sales office.

Hurry — only 9 left!



## SUNSHINE HOMES LAKEWOOD

THE LAST CLOSE-IN LOCATION! When you can find a close-to-everything location with a handsome, sensibly priced 1 or 2 story home, you've got convenience and value rolled into one great buy. That's a Sunshine Home in Lakewood. Take your choice of 3 and 4 bedroom, 2 bath homes with lap-of-luxury features including: wall-to-wall carpeting, modern built-in kitchen, pullman baths, 2-car garage. Plan today to move in tomorrow!

FREE FRONT YARD LANDSCAPING BACKYARD FENCING

from \$26,195 full price from \$160 per month (r & i)

Every Sunshine Home is backed by an ironclad 1 year written warranty!

Driving Directions: Take Centralia Rd. west from Pioneer Blvd. Turn north on Grizzly Rd., then west on Chadwell; follow the signs on Harvest Ave., across the temporary bridge to Sunshine Homes.



© 1964, S. V. H. & SONS

# CALIFORNIA LOT OWNERS...

DID YOU KNOW...



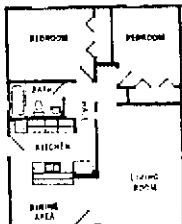
GUARANTEED HOMES WILL BUILD

A HOME OR INCOME UNIT ON-YOUR-LOT LIKE THIS...



MODEL 935

TWO BEDROOMS — ONE BATH



FOR PRICES FROM

\$4695\*

ON-YOUR-LOT NO \$ DOWN 100% FINANCING

FOR FREE BROCHURE OR INFORMATION COME IN OR CALL



GUARANTEED HOMES

WORLD'S LARGEST ON-YOUR-LOT BUILDERS

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OPEN 9 TO 9 EVERY DAY

\*Prices vary slightly in some areas

SCU WIRE AND PASTE ON POSTCARD

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☐ Please send me full information on Guaranteed Homes and Income Units.  
☐ Please have a Building Consultant contact me regarding plans and prices.



MAIL TO: FREE BROCHURE 1081 ATLANTIC AVE., LONG BEACH



## Temcor to Build at Torrance

TORRANCE—Temcor, the recently organized steel and aluminum fabricators of custom projects which has maintained temporary quarters at the R. C. Mahon plant at 2600 Monterey St., will make Torrance its permanent home.



WALTER MITCHELL  
President of Firm

adjoining the Mahon operation on which Temcor will start construction of its plant and offices immediately upon acquisition of the property.

TEMCOR was organized last January with the purchase by Mitchell of the Mahon company's "custom operations"—stressed skin aluminum geodesic domes for theaters, churches, civic auditoriums and school gymnasiums; materials handling; and freeway sign structures of which it is the state's largest producer.

"With almost all of the Mahon company's highly skilled labor force—the vast majority of whom live in Torrance—coming with our new company," says Mitchell, "we felt that Torrance had to remain our headquarters. In addition, the cooperation of the city's officials and Chamber of Commerce with our type of industry has created a civic climate in Torrance that is highly conducive to growth and success."

THE NEW Temcor plant will occupy 50,000 square feet under roof and will embrace two structures—the manufacturing facility and the executive offices.

Mitchell has been a well-known business figure in Torrance since 1950.

### Oregon Leads

Slightly more than a third of all lumber studs, the vertical pieces of wood used in the framework of a house, come from western Oregon.

## Area Builders Named to Association Cabinets

Appointment of cabinets to formulate projects and policies for the Building Contractors Association of California through its five departmentalized fields of activity have been announced by Robert M. Holmes, BCA president.

Each BCA department is headed by an elected vice president who presides over an eight-man cabinet responsible for the association activities in its assigned field, he said.

Those appointed to the department of governmental affairs cabinet headed by Vice President James G. Pollard, Glendale, include W. G. Long, Costa Mesa, and C. V. Holder, Gardena.

Department of labor relations cabinet appointees include Lloyd E. Klein, Anaheim; E. J. Strecker, Long Beach; Wayne Wilbur, Torrance; and Peter Johnson, Buena Park. The department is headed by Vice President David Young, Laguna Beach.

APPOINTMENTS to the department of chapters and councils cabinet headed by Vice President Richard L. Hall, Garden Grove, include Thomas Sims, Fullerton, and Ben Heirshberg, Redondo Beach.

Department of information, education and research, headed by Vice President P. E. Philbrick, West Los Angeles, lists cabinet appointees including Dwight C. Harper and Robert W. Young of Whittier.

Appointments to the de-

### Gottfried Will Address Systems Group Wednesday

Ira S. Gottfried, partner in the firm of Norris & Gottfried, will address the Long Beach Chapter of Systems and Procedure Association on "Presentation of Systems to Management" at the Hawaiian Restaurant at 7 p.m., Wednesday.

Gottfried's talk will cover the development, organization and method of presenting new manual and computerized systems to company management.

Prior to entering the field of management consulting, Gottfried was manager of Business Data Processing for Litton Industries, Inc. His industrial experience includes management positions at Eldon Industries, Aerospace Corp. and Hughes Aircraft Co.

Reservations for the dinner may be made by contacting A. C. Wright, Long Beach Oil Development Co.

### L.B. Man Moves to Chicago Office

John J. Leach Jr., Long Beach, manager of sales for U.S. Steel supply division offices in Los Angeles since 1962, has been named manager of sales in the service center in the home office in Chicago. Leach has been living at 258-A Granada Ave.

partment of association affairs cabinet include Frank R. Yates, South Gate; H. M. Richardson, Long Beach; S. T. Ziller, South Gate; and L. U. Jones, Whittier. The department is headed by Vice President R. C. Gallyon, Burbank.

Holmes predicted that 1963 would be one of the most active years in the 42-year history of the BCA, which ranks as the largest regional association of building contractors in the United States.

## Bekins Firm Shows Gains in Business

Bekins Van & Storage Co., with facilities in Long Beach, has reported net earnings for 1964 of \$2,132,000 amounting to \$1.36 per share on 1,568,031 outstanding shares as compared with \$1,809,000 or \$1.22 per share for 1963.

According to Daniel P. Bryant, president of Bekins, world's largest moving and storage company, with headquarters in Los Angeles, this represents a 17.9% increase in net earnings after taxes over 1963. The net return on invested capital was 9.8% as compared with 9.2% in the previous year.

GROSS INCOME for 1964 climbed to \$43,571,000, an increase of \$2,276,000. During the year Bekins paid 40 cents per share plus a 2% stock dividend.

During 1964 new storage warehouses were built by Bekins in Atlanta, Ga.; Boston; and Granada Hills, Santa Monica and San Jose, Calif. Construction is nearing completion of a new Hayward facility near Oakland. The company also purchased a terminal site in Montebello, which will provide major maintenance and dispatch facilities for long distance van line operations originating and terminating in the Los Angeles area.

### Underwriters Aid Nursery Project

Long Beach Association of Life Underwriters is participating in a project designed to encourage a variety of community services across the United States. It was announced last week by the Institute of Life Insurance and the National Association of Life Underwriters, sponsors of the national program.

The Long Beach association is taking part in a Long Beach Day Nursery project. Through this activity the association will become eligible to receive a Public Service Award, which is presented annually to local underwriters group whose members have performed outstanding public service in their communities.

## May Co. to Add Store

May Company California has announced plans for its 14th store to be built in the Southern California area.

The store will be located in the City of Carlsbad, on the border of Oceanside, on the southwest corner of Highway 78 (Vista Way) and El Camino Real which is less than one mile east of 101 Freeway.

The new store will be a full line department store of 200,000 square feet. It will have three selling levels.

Plans are under way for a major regional shopping center on the site to be built in two phases, with the first phase ready for opening with the May Company store.

The second phase will include one or more additional department stores.

No date has been set for start of construction, but the store is expected to open in the fall of 1967.

There are 11 May Company stores now operating in Southern California. Store No. 12 will open at Whittier in August. Ground was broken for the 13th store at Costa Mesa in January.



### AD DIRECTOR

James M. Loftis has been appointed director of advertising by Robertshaw Controls Company's Uni-Line Division, Huntington Beach.

The division was established early this year to supply to wholesalers controls and instruments for their dealers and the replacement market. Loftis joined the company's Grayson Controls Division, Long Beach, in 1951. He attended Compton College and the University of Southern California.

## Millions to Eat Lunches From Vending Machines

E. F. Hutton & Co. Inc., member New York Stock Exchange with Long Beach offices, has disclosed findings that automatic retailers—better known as the vending industry—will play a major role in the feeding of the nation's growing student population.

Copies of a recent study are available at the Hutton offices.

By 1980, sophisticated vending machines will be doing much of the work of distributing lunch-hour food to the 40 million young people who will be attending class each weekday.

Schools are only one segment of the potential market for vending machines, the study showed. Two others: the increasing numbers of hospitals, and the members of the work force that eat at least one meal away from home each workday.

E. F. Hutton & Company is issuing its vending industry report now as food vending services to hospitals, schools, and industrial plants reach a \$1 billion a year level of business. In the years just ahead,

companies in the vending industry—those who design the machines that dispense coffee and sandwiches and those who prepare the foods and service the machines—will be competing for a food service market of \$14 billion.

### Standard Oil Co. Worker Retires

Orval R. Whitesell, head operator for Standard Oil Co. of California and long time resident of Long Beach has retired after more than 19 years with the company.

Fellow employees will honor Whitesell with a retirement party April 2 at the Huntington Beach Country Club.

Whitesell, who lives at 1205 E. Smith Place spent most of his career with Standard, working in the gas and natural gasoline phase of oil production at Seal Beach.

## Bank Merger Step Nearer

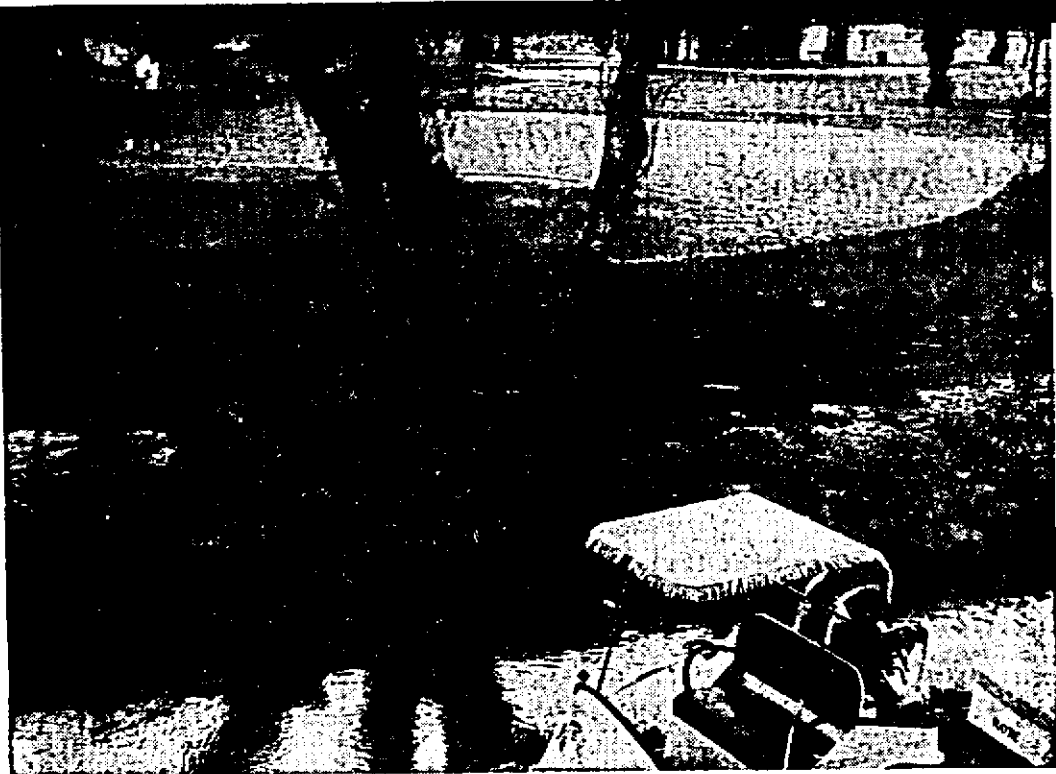
Alfred Hart, president, reported from Beverly Hills last week that shareholders of City National Bank had approved a merger with Guaranty Bank, Torrance, whose shareholders previously had voted in favor of the move.

The merger is subject to the approval of the Comptroller of the Currency. Guaranty Bank reported assets of over \$5 million as of the end of last year. City National Bank, with 13 offices in Southern California, reported assets of \$268 million.

### Two Area Men Honored in Florida

Two Long Beach area men were honored last week by The Equitable Life Assurance Society of the U. S. at the company's five-day National Leaders Conference at Miami Beach, Fla.

They are Ronald A. Smith, 7006 Cresta Road, Palos Verdes, agency manager for Equitable in Long Beach, and Howard Patrick, 3603 Ceritos, Long Beach, a member of the Ron Stever Agency in Los Angeles. Attendance was based on life insurance sales and service to policyowners during 1964.



Eighth green of the Mountain View Country Club

## Live in the COUNTRY CLUB Section of Corona!

With a down payment less than the cost of a good set of golf clubs, you can take immediate possession of a new Corona del Vista home—in the heart of Corona's most exclusive neighborhood, adjoining the Mountain View Country Club.

Land values traditionally rise in such desirable locations, yet attractive Corona del Vista homes are available with as little down as

Three and four-bedroom, two-bath homes are priced from only



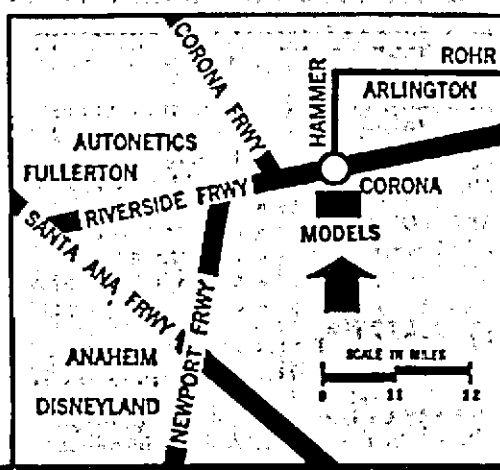
Payments as low as \$94 per month

Principal and Interest

## Corona del Vista

The best new home value in Southern California—drive 15 extra minutes and save up to \$5,000 on comparable three bedroom, two bath homes in Orange County!

To see Corona del Vista, located in the center of everything, go 15 miles east of the Newport Freeway to the first Corona turnoff from the Riverside Freeway, then one-half mile east on Sixth Street to Avenida del Vista and the models. They are open from 10:00 a.m. 'til dark daily. Telephone 737-8330, Area code 714.



You Can't Get a Home That Compares for Less!

You Can't Beat the Terms, Either!

ANYONE... \$395 DOWN

(A FEW MODELS FOR \$495 DOWN)

Best Buy Anywhere!

## Habra Heights

CENTRAL ORANGE COUNTY CONVENIENCE

Full Price from \$20,950

ALL STANDARD LUXURY FEATURES INCLUDED...

• FRONT FULLY LANDSCAPED • WALL-TO-WALL CARPETING

• SPRINKLER HEAD SYSTEM • IN LIVING ROOM

• FIVE CAR GARAGE • 3 B + 4 BEDROOMS

• MASTER BEDROOM • ENTRY HALL • 2 BATHS • FAMILY ROOM

NO SECONDS—NO BALLOON PAYMENTS—29 1/2% YEAR LOANS

FIRST TRUST DEED ONLY!

A SWEEPING VISTA FROM 7200 SQ. FT. VIEW SITES!

Take the Riverside or Santa Ana Freeway to Harbor Blvd. in Fullerton.

North on Harbor to Central Ave. Turn right on Central to Habra Heights

Beautifully Furnished Models open 10:00 a.m. 'til Dark

SANTA ANA FWY.



★ If you are 52, or over...

# FREEDOM is yours for only \$174<sup>50</sup> (2-BEDROOM MANOR) a month



**FREEDOM TO RELAX.** Enjoy yourself. In the privacy of your own patio or around the Leisure World's Olympic-size pool, life is idyllic with friends and congenial companions.



**FREEDOM TO PLAY.** A magnificent 18-hole (5800 yard) golf course, located adjacent to manors, is now being played and enjoyed daily by Leisure World, Laguna Hills residents.

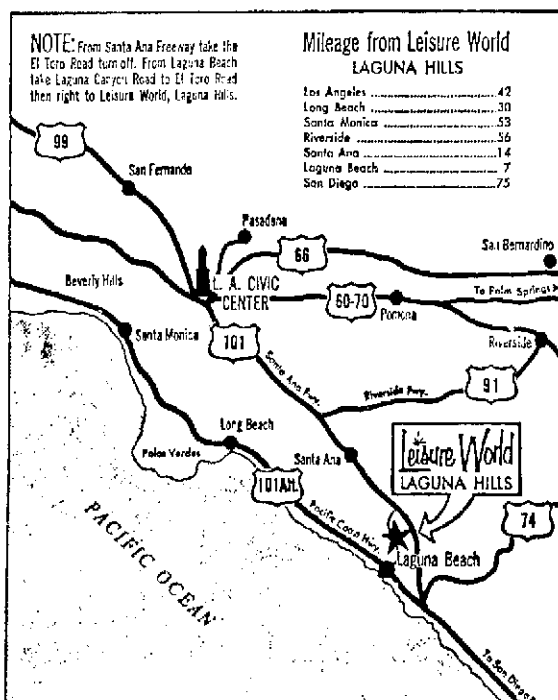
★ 18,728 Leisure World residents MUST be right!

Check Laguna Hills Leisure World location on this map. Drive out this weekend. See for yourself the wonderful way of Leisure World living!

\*These benefits apply to pre-existing medical conditions after six months. During this six month waiting period, residents with pre-existing conditions that require medical attention will receive it, but they will be required to pay for such services during this time. Residents requiring medical services arising from non-pre-existing conditions receive full benefits from the day they occupy.

The memberships offered for sale here are subject to a selling expense not to exceed 10% of the amount received in cash on account of the selling price thereof. Included in down payment is \$335-\$515 for a membership which, together with execution of the occupancy agreement, entitles you to occupy your apartment.

Each Mutual Housing Corporation Covered by FHA-Insured Financing at 5 1/4%  
New Horizons, Inc., Sales Agents  
23532 Paseo De Valencia, Laguna Hills, Calif.



★ **NOWHERE ELSE** will you find all this for **ONE** low monthly payment...

- ★ Luxury Manor Living ★ Principal ★ Interest ★ Taxes ★ Complete Exterior maintenance ★ 80%\* of the total cost of ALL calls at the doctor's office, In-home nursing calls, Hospitalization and Surgery at the Leisure World hospital and Christian Science Practitioner fees ★ Complete replacement of all major appliances ★ Enjoyment of community facilities: 18-hole golf course, Olympic-size pool, stable of fine riding horses, championship tennis courts, \$750,000 club house, game rooms, billiards, shuffleboard, lawn bowling, Roque, adult education classes, sewing rooms, ceramics, woodworking shops, art studios
- ★ 120-acre Shopping Center ★ intra-community transportation
- ★ 24-hour guard security attendants ★ All-electric kitchens ★ Laundry facilities.

Unit No. 8 NOW Open!

**1-BEDROOM**  
Average Down Payment \$1200.00  
Monthly Payment as low as \$145.00

**2-BEDROOM**  
Average Down Payment \$1488.00  
Monthly payment as low as \$174.50

NOTE: Monthly payments subject to modification in the event of an increase in the cost of living.



**FREE!** Write today for this big 24-page "New Way of Life" magazine.

FILL OUT, CLIP & MAIL TODAY

Mr. William G. Brangham, President  
New Horizons, Inc., Rossmoor Leisure World  
Laguna Hills, California Dept. LT-321

YES. I would like complete information about the \$375,000,-000 Rossmoor Laguna Hills Leisure World. Please send me a copy of the free 24-page "New Way of Life" magazine.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_  
TELEPHONE \_\_\_\_\_

This beautiful magazine tells you the complete Leisure World Story.



# Corona del Vista Provides Country Club Style Living

"For families who have always wanted to enjoy country club living but have felt that links with the Santa Ana, Corona, and Newport Freeways. They provide access to work or play areas in Los Angeles, Riverside, San Bernardino and Orange counties. Offering homes that would cost much more in Orange County, just 20 minutes away, Corona del Vista provides the new home buyer with a choice of four modern exterior designs. Balanced power kitchen features include a built-in range with hood and fan, a large double sink with food waste disposer, built-in oven, and beautifully grained stained natural cedar cabinets. They could not afford it, Corona del Vista homes are the answer," Oran DeBois, sales director of the \$100,000,000 Ray Watt freeway-close community said.

Corona del Vista three and four-bedroom balanced power homes are located in Corona's most exclusive neighborhood, immediately adjacent to the freeways of the Mountain View Country Club in the booming city of Corona.

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## Stardust Nears End

Only 12 Stardust Homes in Huntington Beach remain in the Belfontaine Series, Huntington Beach, and all are available for immediate occupancy, reports H. C. Pease, marketing director, Robert H. Grant & Co., builder-developer.

He said most floor plans in the one and two-story bronze medallion residences are still available in a few of the original 17 exterior stylings.

A sell-out in the 225-home, \$6 million walled community is expected this week, Pease said.

Purchase prices which begin at \$23,950 on VA, FHA or conventional terms.

The homes may be reached by driving toward the ocean on Brookhurst or Harbor and following signs to the community.

## Visitors May See Gowland Exhibit

"Interest won't be confined to the camera bugs this month when the public is invited to view the photographic exhibit by Peter Gowland at the California Home Fair, reports Baxter Caterson, sales director.

The colorful home display, located at 16661 Beach Blvd. in Westminster, has already attracted thousands of visitors to view the California designs and exhibits. As a special event through March 31, the builders of California Home Fair are showing a representative collection from the noted photographer, Peter Gowland.

A delight to visitors are the three, four and five bedroom homes furnished in the warm, sunny colors typical of California. Prices range from \$29,550 to \$35,200 with an exceptional list of premium features. Gardens, patios, atriiums and terraces are incorporated into the five model homes to further enhance the concept of indoor-outdoor living.

ANAHEIM — Wendell D. Van Atta of Costa Mesa has been named sales manager, City Directory Division, of Luskey Brothers & Co., Inc., 608 E. Broadway, Anaheim.

He formerly was district sales manager for Luskey Brothers in Newport Beach - Costa Mesa and Fullerton.

The announcement was made by R. Lee Luskey, president of the publishing firm.

Van Atta joined Luskey Brothers in 1959 and served as a directory representative for six years prior to his selection as the company's sales manager.

He will be assuming immediate leadership of the Sales Department of the second largest city directory company in the nation.

Luskey Brothers publishes city and county directories.

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**RICHARD HUNSAKER**  
**Hunsaker Exec Heads Builder Dinner Event**

Richard C. Hunsaker, president of S. V. Hunsaker & Sons, has been named chairman of the Building Industry Century Committee's second annual dinner dance to be held April 21 at the Biltmore Hotel in Los Angeles.

The committee is comprised of 400 prominent Southland builders, sub-contractors, and suppliers who are interested in proper legislation at the local and state levels of government.

"Our second annual dinner dance," said Hunsaker, "will be a \$25 a plate affair and all participants in the building industry are invited to attend."

Bob Reynolds, president of the Los Angeles Angels, will be principal speaker along with Art Baker, television personality, who will emcee the affair.

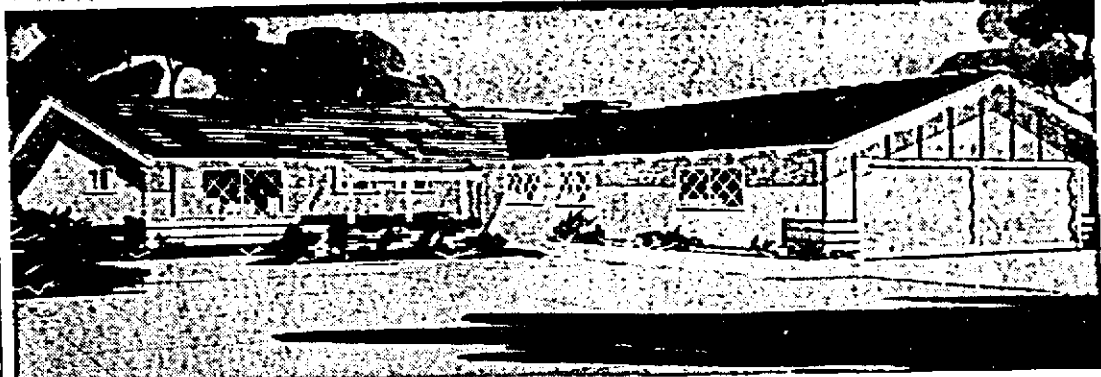
## Safety Stressed by Contractors

Robert Bartley, chairman of the safety committee of the Southern California chapter of Associated General Contractors, has announced appointment of a 12-man committee to work toward the expansion of the organization's safety program.

"The ultimate goal of AGC is to see that every member of the chapter is an active participant in both the Southern California and national safety program," Bartley said.

Those assisting Bartley on the committee are Herbert C. Ball, Don E. Buck, Ted Gates, G. M. McCoy, H. W. Steford, William Ungles, William Vail, John Witte, John Witte, Theodore N. Moss, Herman Neff, and J. L. Schram.

The committee's principal effort will be to stimulate a desire among the contractor members of AGC to participate in a stepped-up program of safety activities, Bartley said.



## WEST ANAHEIM OFFERING

Here is one of the models of a Rainbow Home in west Anaheim which are priced from \$25,500. A big variety of stylings is offered in the one or two-story models.

## Big Rainbow Homes Appeal to Buyers

Rainbow Homes in West Anaheim is 60% sold out, the spacious one and two-story homes proving popular with families having growing children who need the luxury of space combined with functional floor plans, said a spokesman.

Three, four and five bedrooms, family rooms and two and two and a half baths are available in four different floor plans, each with a variety of exterior elevations.

Architecturally, the homes are distinguished by brick, used brick, and stone masonry as well as many other quality construction features of lasting appeal and good taste.

WALL-TO-WALL carpeting of continuous filament nylon, redwood fencing completely enclosing the rear and side yards, and all-electric kitchen fixtures are some of the features that represent important savings to the new homeowner.

Roper built-in range and oven and dishwasher, an abundance of cabinets with easy to maintain counter tops, ventilating hoods and fans are included in all kitchens, assuring homeowners of top performance as well as beauty in the kitchens.

THERE ARE MASSIVE fireplaces in living rooms, mantles, ash paneling, separate family rooms, and separate service and utility rooms in all homes.

Priced from \$25,500, Rainbow Homes can be purchased for from \$395 down plus costs. Models may be visited by driving out Santa Ana Freeway to Highway 39, south to Ball Road and west to the homes. From Long Beach go out Seventh St. or Katella to Highway 39, left to Ball Road then left to models.

LOCATED at Adams & Brookhurst in Huntington Beach, Holiday Village features one and two-story homes with up to four bedrooms. For a limited time the homes are being offered with no down payment. Models may be reached from Coast Hwy., by going north on Brookhurst two miles to Adams in Huntington Beach.

THE first Sony portable TV set to be awarded a Holiday Village resident will be presented to Miss Mary Ann Mumaugh in a sales campaign offered by Kaufman & Broad Homes, Inc. to residents of the adult living community, Holiday Village located at Brookhurst and Adams in Huntington Beach.

To qualify for the TV, a resident must introduce to a salesman, a buyer for a Holiday Village Garden Patio Home.

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## GRAND OPENING SEE A RUSSIAN HOUSE

To graphically show California homebuyers the wonderful value they receive in the modern American home, Premier Homes has built and is displaying a typical Russian house. See this Russian house now, when you visit



## PREMIER

Homes in Huntington Beach

## FOUR WAYS BETTER

- BETTER KITCHENS
- BETTER EXTRAS
- BETTER CONSTRUCTION
- BETTER PRICING & FINANCING



From \$24,750

VA NO DOWN • FHA Min. Down • Conventional Terms

Premier Homes are 4 Ways Better for you and your family. Here is your golden opportunity for a gilded investment in family security and happiness — for a new life in fast-growing smog-free Huntington Beach. Choose from a brilliant range of floor plans and exteriors. See for yourself, today, why Premier Homes are 4 Ways Better. See Premier's model home display before you buy.

## 3 AND 4 BEDROOMS • 2 BATHS • FAMILY ROOM

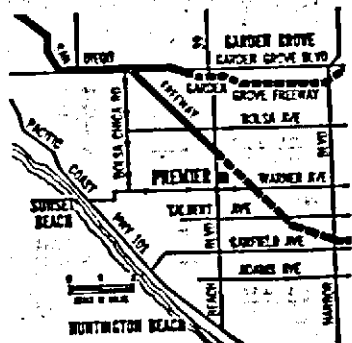
- Total Convenience! Hotpoint Kitchen
- Double Oven
- Range
- Dishwasher
- Disposal
- Mytone Food Center with Mixer, Blender
- Mixing Valves
- Paper Maid Kitchen Paper Dispenser
- Ceramic Tile Counter Tops

- Premium Area — Fully Finished Room with tile floor and plumbing roughed in for future bath
- Walls to Wall Luxury Carpeting
- Tiled Entry Hall
- Fenced Rear Yard
- Front Yard Landscaping
- Ceramic Tile, Glass Enclosed Showers
- Cultured Marble Sinks
- All Copper Water Piping
- One Year Home Warranty



A WILLIAM ROUSEY Development

McFarland & Motticks, Inc. Sales Agents



## Hall of Fame HOMES

FOR SALE OR LEASE  
\$300<sup>00</sup>  
UNDER FHA VALUATION

Credit which has allowed this builder to offer you these beautiful new homes in Costa Mesa. 23 homes are back on the market and will be sold on a first come first served basis. This inventory must be closed out during the next 4 weeks. Single and two-story, 3-4-5 bedrooms, carpeting, tile, all, etc., as more the new features which can be yours when you purchase one of these elegant homes from as low as \$21,500. And \$25,500 will insure you of a tremendous buy as these homes have been reduced \$300 UNDER FHA VALUATION. Leases with option to buy can also be arranged. Any offer will be considered.

545-2903 OR EVIS.  
521-8147







## Here Are the Astronauts' Wives

What do the Earthbound wives of our spacemen think, feel, do—while their men orbit the globe?

For the answers, plus an intimate glimpse into the homelives of our astronauts, see story page W-5.

In it, the women whose husbands will crew the first U.S. two-man Gemini flight (scheduled Tuesday) candidly tell of their roles as spacemen's wives—give wifely views of their men.

Mrs. Virgil (Betty) Grissom, upper left, and Mrs. John (Barbara) Young, lower left, are the wives of the two astronauts who will actually orbit the Earth together three times next week.

Mrs. Thomas (Faye) Stafford, upper right, and Mrs. Walter (Jo) Schirra, lower right, are the wives of the back-up crew which trains and prepares for the flight in event of emergency.

Next week the world will share the hopes and dreams of all four.

## Women and TRAVEL

LONG BEACH 12, CALIF., SUNDAY, MARCH 21, 1965 SECTION W



### 'Checking In' for City Housecleaning

Long Beach's City Beautification Committee—that busy group of beautifying Carrie Nations organized by the distaff side of the local Chamber of Commerce—have just received some new support . . . the kind that doesn't grow on trees but helps buy them . . . from local organizations. Above, on a tour of areas under fire in the committee's war against ugliness, are Mrs. Robert C. Westmyer (far left) vice-chairman, Year of Beauty committee, with (from left) Mrs. Arthur V. Hoyer, past president, Women's Architectural League, which group contributed \$1,250; Dick Prior, president of AIA, donor of \$750; and L. H. Showalter, president, Clearinghouse Association and chairman of the Year of Beauty financial committee. The Clearinghouse Association donated \$1,000 to the program.

Grandmother cleaned by the calendar. If modern mamas do the same, now's the time for the big mop-up. For . . .

## Oops, It's Spring!



CLAD IN housewifery uniform of moderns—(wrinkle-free capris)—Mrs. Jack Westland shoos her in-schools (Tiger, 7; Tyler Sue, 4 and Grant, 5) out doors and prepares to tackle day's chores with "help" of baby Holden, 21 months.

By MARY NETH

Spring is the traditional time for housewives to spring into action—attack household dust, dirt, clutter with fanatic fervor.

At least it used to be. In days of yore, mustached papas knew better than to hang around the house when blossoms began to pop out on the trees.

Home was transformed into a stripped-to-the-bone battle ground.

Mom, kerchief tied to her head, raged through the rooms with a no-nonsense gleam in her eye—dragging sofas out from the wall, yanking down draperies, pulling up rugs.

Today, rug beaters and feather dusters are passe—homes are automated.

DOES THIS mean spring housecleaning is on the wane?

We polled three local housewives on the question and came up with a two-to-one majority who agreed it was—but definitely!

Said Mrs. Bob McNaughton, part-time vocalist and mother of two: "In California there's really no spring . . . certainly no storm windows to take down; no winter dust to wipe up from window sills. I just touch-up as necessary."

Mrs. Jack Enlow, Women's C of C member and mother of two tiny tots, recalls that in Colorado, "mother always spring cleaned," adding she'd never thought about it—until now. Mrs. Enlow believes the wane must be due to "the impact of automation."

MRS. JACK Westland, only young married to say "I do" to spring housecleaning—allowed as how she uses the pre-summer vacation period to sort closets, re-paint and decorate. (She also gives the house a double check just before the winter holidays.)

An example of modern housewifery

efficiency, Mrs. Westland's home in College Estates is ALWAYS neat as a pin.

With four children ranging in age from 21 months to seven years, she still has time to paint portraits, attend meetings and she never worries about unexpected company dropping in.

How does she do it?

Here's her secret formula:

1. Start early. ("If you coffee-break before you begin—something always happens: the phone rings, someone comes by—you never finish.")
2. Work from front to back. ("I pick-up and straighten front room, den and kitchen, first of all. It relieves the tension—I know I won't be caught with my ashtrays overflowing.")
3. Keep to a schedule. ("I don't stick to one fanatically, but I'd never get a thing accomplished if I didn't have a system in mind.")

OTHER SUGGESTIONS from this top-flight housewife on how to clean house and like it:

Don't marry young. "I think the secret to being satisfied with the housewife's lot is to have already had a career," says Mrs. Westland, who married at 25 following 10 years of professional nursing and a year as an overseas airline hostess.

For tips on how to brighten-up your cleaning, see box story. For prediction of housecleaning in the future, see story page W-3.



Photos by KENT HENDERSON

SHE LOVES to housekeep—that's the word from blonde, vivacious Mrs. Westland.

## Hate Housework?

### . . . Clean-Up With Short Cuts

Spring may no longer be the time for the big clean-up, but it's a perfect time to re-evaluate your housekeeping, polish-up on efficiency.

If you're not like Mrs. Westland, a woman who likes to keep house, all the more need to tackle the job with dispatch.

So—streamline. Choose easy-to-care furnishings and fabrics. Eliminate dust-catching ornaments and knick-knacks. Pack away everything that's not being used.

Next, sit down and make a plan. List all that must be done—and how often. Then, make out a schedule of daily tasks, weekly tasks and monthly or odd-interval tasks.

For example, once a week plan to really tackle one room—shine windows, wax floors, clean closets. Monthly tasks might include cleaning blinds, polishing furniture.

Most important, take advantage of all the time and energy-saving equipment on the market. Try cleaning agents which work without rinsing or drying; polishes that clean as they polish, etc.

AS TO perk-up with

paint, here are some clever tricks:

- Use HOT vinegar on glass to remove dabs of paint. It's quicker than scraping with a razor—safer, too.
- Don't shudder when it comes to painting louvered shutters. Put on a pair of rubber gloves and paint with a sponge the size of a bar of soap.
- When painting closet or bookcase shelves, drive two narrow nails into each end of shelf, letting them extend an inch or so. Then paint both sides and prop shelf against wall to dry.



ON SCHEDULE — she's at her easel by noon. Cleaning takes only morning hours for this efficient Mrs.



# Luxury Homes on Waterfront

A unique development of 92 luxury homes, Huntington Marina, is nearing completion in the Huntington Beach area, opposite the new Orange County Marina at 16180 Pacific Coast Hwy. It is the first condominium ever built consisting entirely of waterfront homes with individual boat slips. The \$4,000,000 project is being developed by the Decon Corp., Santa Ana.

A spokesman said each Medallion Home in the development will have its own boat slip fronting on the 400 ft. wide channel. Each slip, he noted, will be wired with electrical power outlets. The slips will accommodate

yachts up to 46 ft. in length. Huntington Marina will be accessible by boat from the channel and by auto from the development's private street.

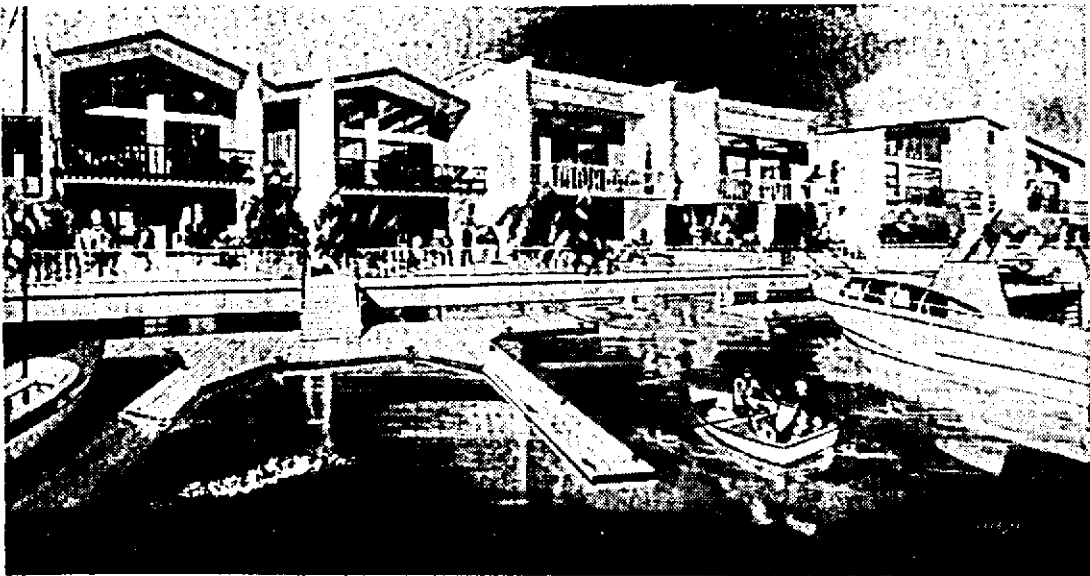
**OTHER FEATURES** in the two and three-bedroom Medallion Home development include all-electric built-in kitchens; open beam ceilings; private waterfront patios and balconies; enclosed gardens; and a host of luxury appointments.

The spokesman for the builder noted that over 60% of the homes have been reserved during the first construction stage. They are priced in the \$42,500 to \$47,500 range.

President of Decon Corp., Cedric E. Sanders, once was rated by Architectural Forum as the second largest residential building contractor in the United States. Sanders has built over 10,000 homes, apartment buildings and commercial structures. His design and construction methods have been featured in many magazines.

## New Store Opens

Barker Bros. opened a new store last week in Santa Ana at 2522 N. Main St. It represents an investment in excess of \$500,000 and is the firm's 22nd store in Southern California.



## BOAT SLIP WITH EACH HOME

Huntington Marina, the first condominium constructed that consists entirely of waterfront homes with boat slips, is nearing completion opposite the Orange County Marina at 16180 Pacific Coast Hwy. The 92 homes in two and three-bedroom stylings are priced in the \$42,500 to \$47,500 range. A spokesman for the builder noted that over 60% of the units have been reserved during the first construction stage.

## Colwell Firm's Loan Servicing Increases 17%

The Colwell Company, mortgage bankers, had a net increase of 17% in its loan administration, or servicing, dollar volume, during the year ended Dec. 31, 1964, according to Bundy Colwell, president.

At year end 1964, there were 60,514 mortgage loans in the portfolio with an aggregate \$865 million in principal balances outstanding, compared to 53,186 loans and \$738 million at the close of 1963.

Since Dec. 31, 1960, the loan servicing volume has increased by 184%. With the sizable gain, Colwell now ranks among the top three mortgage bankers in the nationally held firm.

Practically all loan categories in the portfolio posted net dollar volume gains in 1964. V-FHA residential loan volume was up 15%, conventional residential 56%, multi-family 28%, commercial 10%, and home modern-

# To Build 69 Homes on Newport Bluff

Developers Ivan Wells & Sons Inc. announced plans for a group of exclusive Baycrest Homes to be constructed soon on 69 prime view sites recently acquired in the Dover Shores development along Newport Harbor's west bluffs overlooking the upper bay. Groundbreaking will be within 30 days on the \$6 million custom homes development, according to Don and Gene Wells, owners of the construction firm.

Designed in collaboration with several well-known California architects, "for discriminating buyers who can afford the best," the builders said, these luxurious homes will be available in more than 50 elevations and may be custom modified to suit the buyer's personal ideas and needs.

"WE ARE able to extend

this modification privilege to every Baycrest buyer without additional charge," the Wells brothers explained, "because of our construction savings due to the company's big volume buying power. We also have complete facilities for original architectural designing and construction for buyers desiring their own custom plans."

"We are designing all of our homes to take full advantage of the forever unobstructed view from the Pacific Ocean east to Saddleback Mountains and its foothills." Baycrest Sales office and the first model home will be located at 1806 Santiago Drive in the west bluffs community. A temporary sales office is located at 1840 Tradewinds Lane, Newport Beach, in the original Baycrest development.



## VIEW SITES FOR HOMES

Developers Gene Wells (left) and Don Wells, of Ivan Wells & Sons Inc., check location and plans for new Baycrest Homes to be constructed soon on 69 prime view sites along Newport Harbor's west bluffs overlooking the upper bay.

## Retirement Units Open

A program which permits a homeowner who's anticipating retirement and whose present home exceeds his requirements, is intriguing visitors to explore Crystal Aire Estates in San Jacinto.

Crystal Aire Estates, a project of the Way Development Co., is offering a plan guaranteeing trade-ins by underwriting a sale of a purchaser's present home.

Others, desiring to retain a present home but wishing another in smog-free climate, are buying a second recreation residence at the community which nestles in the foothills of the mountains.

**THE PROJECT** is a community of individual two-bedroom homes located at the intersection of Jordan and Shaver Streets in San Jacinto.

Residences at the development are air-conditioned, insulated ceiling and walls, rock roofs and individual patios. Kitchen built-ins include range, oven and hood, and disposal. Abundant cabinetry, fashioned from hardwood, is present.

Prices are comparatively low, beginning from \$12,500. FHA financing is available, and monthly payments are as low as \$88.

60% SOLD OUT!

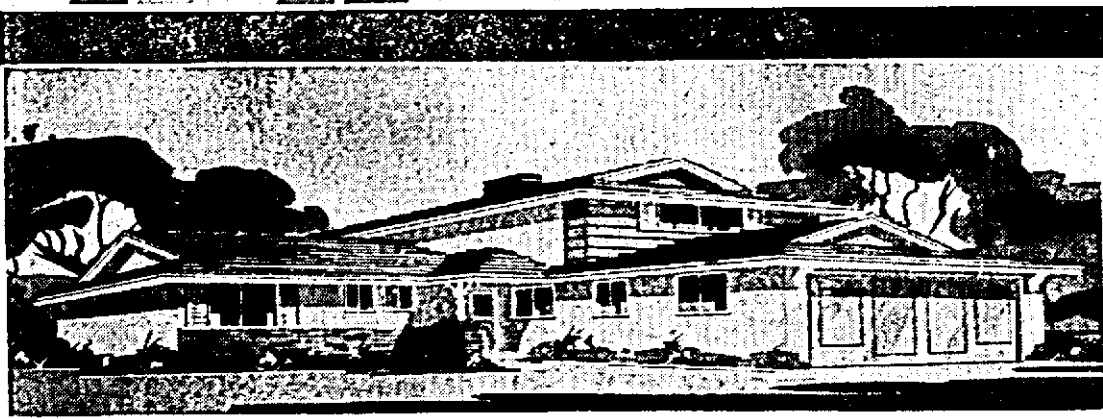
A MEDALLION HOME

Where Dreams Come True!

# RAINBOW

HOMES IN ANAHEIM

1 AND 2 STORY  
3-4-5 BEDROOMS — FAMILY ROOM  
2 AND 2-1/2 BATHS



**\$395** dn.  
from  
plus costs  
priced from \$25,500

Reper Built-in Range and Oven and Dishwasher

Redwood Fencing . . . Rear and Side Yards, completely encloses the yard, with gate

Wall-to-Wall Carpeting . . . a money-saving feature of 100% Continuous Filament Nylon

- Massive Wood-burning fireplaces
- Mantel over Fireplace
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- Sliding Glass Doors
- Folding Wardrobe Doors
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- Shake Shingle Roofs
- 2" x 8" Facia Board
- Television Outlet
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ONLY 11 LEFT AND I GOT ONE !!!

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By Lola Masterson  
P-T Women's Editor

**KICK-OFF** time—and St. Mary's Guild gals have the ball, are headed for biggest benefit score in their career. Actually, kick-off was a luncheon at Alfred's to get ball rolling for annual "Day at the Races" to take place May 5 at Los Alamitos. They're not headed for a goal post but their goal is to get record number of people to track by post time.

Fingers crossed for luck, racing tickets in hand (to sell to all of you), pony pinatas at the post, are (in photo right) Mary (Mrs. Arthur) Hodge, chairman of "Day," and Shirley (Mrs. Harry) Tavlin. Because race day falls on Mexico's famous Cinco de Mayo holiday, all will be in Mexican theme to add to gaiety. Thus Mary's, Shirley's costumes.

Big moment at luncheon was when Shirley, guild president, "paid off" women's \$100,000 pledge to St. Mary's Hospital. Check was given to Sister Mary Laura, hospital administrator. Final payment was made in just six years. \$16,666 per year—not bad!

**TUCKED IN** agin' the cold for a sleigh ride high in the Swiss Alps are Muriel and Bob Hastings (below). When camera-caught they were headed for ski slopes near Grindelwald, lovely, quaint village south of Bern. After this they were to go to Italy to thaw out for awhile. Besides, wrote Muriel, for anyone who lives on Sorrento Drive, Naples (in Long Beach) not to see Sorrento and Naples, Italy, would be one of the biggest travel boo boos of the year!

Add to the small world department: In Italy they ran into Eleanor and "Mickey" Beland, skied together.



Hastings happy, how about that Swiss sleighman?

BEST POLICY for them, insurance man Lyle Huggins, wife, June, daughter, Julie, decided was

## WILD WAVES SAY Case of the Big Pay Off and Other Capers

travel to far places for vacation fun. End of month they'll fly off for Orient, pausing enroute in Hawaii for several days. Then on to Tokyo, Hong Kong, Bangkok, Taiwan, etc. Tokyo should be great because Lyle has numerous Japanese business friends there who will entertain them.

In meantime, back at the ranch here, Huggins are entertaining Lillian DeMott, June's aunt, visiting from Alton, Ill.

**SOMEONE** sparked the idea, now enthusiasm is running like wildfire. All former employees of Mytinger and Casselberry, Inc. (subsequently Mytinger Corp.) are going to have reunion dinner dance at Pacific Coast Club May 1. Co-chairman John Patterson, Lou DuVall have 250 on list. Any others not contacted, speak up and join the gang. Special guests will be Alta and Dr. William Casselberry and Florence and Lee Mytinger.

**HONOREE** couldn't be there but party was perfection anyway. It was a baby shower for Ellie (Mrs. John) Eastman given by Peg Webb and Helen Westerlund at Peg's home. However, Daniel Bernard decided to prearrange his arrival date, was born day before party. He's Helen and Bill Eastman's first grandchild and Gertrude and John Wagner's first great-grandchild.

**SIX HOSTESSES** with the mostesses know-how are ganging up. The six — Grace Rowe, Eldred Brickey, Lucille Hansen, Helen Keipp, Eleanor Davis and Sally Badenhausen—are going to have a pretty as springtime luncheon shower for Virginia Adams of San Gabriel, fiancée of Roger Seapy, next Friday. Her mother, Mrs. Charles Adams, Roger's mom, Marjory, will be most special guests, too.

**BRUSHING** up on global affairs the pleasant way, as vacationers, will be Claire Conway, Anita Heiland and good friends John Hersey and Bryan Waller. They leave for the Orient April 20. For Anita that will be "all she wrote" and she'll return home from there while the other three continue on around the world. All artistic careerists, it will be kind of busman's holiday — looking for ideas as they go.

**SASSY** trick—and pretty funny, too. At Alamitos Bay Yacht Club's St. Pat's party, Neil and Chris Dundas and Myra (Mrs. Dick) George showed up in Scottish outfits.

The Dundases wore the Dundas' plaid while Myra's outfit was the Fraser tartan. As Dundas

explained, "They don't have a St. Andrew's Day, so we decided to show these 'Irishmen' that there are a few Scots around, too." Myra even brought her haggipies and paraded around skirling a few tunes. Hoot, mon, what a boot that was!

**SURPRISE** baby shower for Elaine Ulrich at Ann Noble's with gifts baby can use when he/she visits grandma's house. Honoree's daughter and husband, Patricia and Dr. Floyd Estes, Westwood, are expecting their first this summer. Co-hostesses were members of Elaine's 30-year bridge club.

How bridge gang has managed all these years, just don't know. There are three Elaines (Smith, Taylor and Ulrich), three Helens (Rich, Farnsworth,

Newcomb) and a couple of easy ones—Bernice (Swen-Ingens) and Ann (Noble). Over the years they've grown quite clairvoyant when anyone calls Elaine or Helen. What they do, really, is glance at whomever is talking. If they're being eye-pinioned, they answer. Easy.

**HAPPY MAN** is "Hap" Appleton—and a bustling one. His nephew, wife, Frank and Charlotte Appleton, with their two sons, Kenneth, 15, and Harold, 13, are houseguesting from Douglaston, Long Island, N.Y. Besides seeing all the "natural" tourist attractions out here, they're looking up old New York friends who have seen the light, moved to—where else?—California!



With pony pinatas at post, they "kick-off" plans for big Day at the Races.

## Junior League Names Its 19th President, Her Board

Mrs. Jay Moorhead assumed leadership of Junior League of Long Beach Friday at the group's annual meeting in Pacific Coast Club.

She is the 19th president of the more than 400-member organization. Born in Kansas City, Mo., Mrs. Moorhead attended

schools there before coming to California where she received her degree from Marymount College.

In Long Beach, she was first president of Adoption Guild; served two years on Board of Directors, Long Beach District, Women's Auxiliary, California Medical Association; assisted in organizing the Volunteer Bureau, South Bay Harbor; served as area chairman, Marymount Alumnae Association and also has worked on many health and welfare drives in the community.

**SERVING** with her will be Mmes. Thomas Rowan, John Brennan, John Gauger, William D. Carrell Jr., Leo Vander Lans Jr., Chester Moore, and Louis A. Hopkins.

Others taking office were Mmes. James E. Hoagland, William Began, George R. Johnson, Robert W. Latimer, Alexander Van Dyke, Lee C. Hauge, William C. Snowden, Stephen T. Conley and John Hancock III.

Rosalind Loring, professional staff member of the University of California extension school spoke on "The Changing Image of Education for Women."

### Films, Dancing to Highlight Dinner Party

Nora Club will serve a special swiss steak dinner to members of the Fridtjof Nansen Lodge 9, Sons of Norway during the group's monthly social on Saturday.

The dinner, planned for 6 p.m., will be held in the Musicians' Club, 681 Redondo Ave., followed by the showing of two films and dancing.

The films will include "Viking Heritage" and "Spring Odyssey." George Rodney and his orchestra will provide the music for dancing scheduled to begin at 8:30 p.m.

Further information may be obtained through Dee Ronning, secretary of the lodge, 1492 Cota Ave.



Mrs. Jay Moorhead

## Buffet Fashion Show Set by Amicitia Welfare Club

Amicitia Welfare Club of Long Beach will hold its third annual Buffet Fashion Show on Saturday. Fashions from Gene's Smart Shop will be modeled by members during the 12:30 p.m. event in the Sierra Restaurant, 16227 Lakewood Blvd., Bellflower.

Proceeds from the event, which is open to the public, will aid the Long Beach Retarded Children's Foundation. Tickets may be purchased at the door.

Door prizes plus a three-day all-expense paid holiday to Las Vegas will be awarded.

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Leading California Hair Stylists & Trophy Winners

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## Patriotic Events Are on Calendar

### TUESDAY

Western Shores Chapter, Daughters of the American Revolution, report by Mrs. Jay DeArmond on visit to Papa Go Indian tribe follows noon luncheon, Boulevard Room of Lafayette Hotel. Mrs. James J. Kennedy will report on DAR supported schools. Business session at 11 a.m.

Granddaughters Club of Emily R. Jewell Tent 15, Daughters of Union Veterans of the Civil War, noon luncheon and card party, Garden Room, 909 E. Third St.

Women's Relief Corps 93, Auxiliary to Grand Army

of Republic, noon luncheon and card party, Veterans Memorial Building.

Ladies Auxiliary to Veterans of World War I, 7:30 p.m., Veterans Memorial Building. Social hour honors members with March birthdays.

Daughters of American Colonists, reciprocity luncheon, noon, Eaton's, 1150 W. Colorado, Arcadia. Mmes. James P. Lanehart of Long Beach, state regent, and Ruth Brown, state second vice regent, will be guests.

### WEDNESDAY

Retired Officers Wives and Widows Club, noon luncheon and meeting, Al-

len Center. Nursery school Easter party will be planned.

William McKinley Auxiliary 27, United Spanish War Veterans, noon potluck luncheon, 1 p.m. business session, Veterans Memorial Building.

Abraham Lincoln Circle 44, Ladies of GAR, 10 a.m. sewing, 11:30 luncheon, 12:30 business, Veterans Memorial Building.

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**SUMMERETTE NITWEAR COTTONS**

36" wide. Small and neat pattern and juvenile prints. Includes plisse, batista, embossed and magic crepe. 2 to 10-yard lengths.

**27¢ yd.**  
REGULAR 37¢

**COTTON PRINTS**

100% Cotton, 37" to 45" wide. New Spring shipment. Good assortment of light colors, bright florals, stripes and geometrics. Percales, Broadcloth included in assortment.

**4 yds. \$1**  
SPECIAL

**72" NYLON NET**

Full color assortment of new Easter shades

**29¢ yd.**

OPEN MONDAY AND FRIDAY EVES.

**Newberrys** 433 PINE AVE.  
DOWNTOWN  
LONG BEACH



# Park South Homes Offer Only 28 Sunshine Homes Remaining

## Luxury at Close-In Site

"All the home buying public wants is a quality home in a close-in residential area," according to Reed Clark, sales manager at Park South.

"At Park South we have just that, and we've been deluged by people ready to buy right now. Good locations still exist but they're going fast," Clark continued.

Located west of Dominguez at the intersection of 190th (Victoria) and Main Streets, Park South's homes are within a few blocks of both the Harbor and the San Diego Freeways.

Park South is a few minutes drive to downtown Los Angeles marketplaces and employment, Santa Monica, Playa del Rey and Redondo beaches, or Los Angeles Harbor and Long Beach.

A NEARBY 186-ACRES is being molded into an 18-hole championship-type municipal golf course to be open for play this fall.

Two-story homes containing three and four bedrooms and two baths, comprise the community's collection of residences. An upstairs "bonus" room provides space for future expansion.

Kitchens have built-in all-electric O'Keefe & Merritt range, hood and fan, oven, dishwasher, disposal, and ceramic tile sinks and bars. Ash wood cabinets are spacious.

OTHER FEATURES at Park South are nylon wall-to-wall carpeting, installed TV outlets, cultured marble pullmans and dressing tables in baths, fireplaces fashioned from stone, brick and veneer, aluminum sliding windows and patio doors, oversize garages.

According to sales manager, Reed Clark, prices at Park South are \$24,500 and \$25,500 with low down payments and terms.

Only 28 residences remain at Sunshine Homes-Fountain Valley. \$3 million 66-house Orange County community, reports Dick Watts, community manager for builder-developer S. V. Hunsaker & Sons.

Four home stylings are offered including both one-story and two-story residences. The floor plans, available in 14 different exteriors, are three, four and five-bedroom homes, with up to three baths each.

WALL-TO-WALL carpeting, living room traverse draperies, complete front yard landscaping with underground sprinkler system and rear yard fencing with gate are included in purchase prices which begin at \$23,050 on conventional terms, Watts pointed out. Total move-in costs start at \$595, with closing and escrow fees being paid by the developer.

Features of the balanced power homes include masonry fireplaces, walnut paneling and sliding glass doors in living rooms, full-wall wardrobes and walk-in closets in bedrooms, up to two master suites, laundry rooms and two-car garages.

KITCHENS have luminous ceilings, automatic dishwashers, built-in double door oven, countertop range, range hood with lights and fan, disposer, pantry and breakfast bar.

Each home carries a written one-year warranty on workmanship and materials.

Four furnished models are open daily from 10 a.m. to 7 p.m., and may be reached by driving south on Beach Blvd. (Hwy. 39) from the Santa Ana or San Diego Freeways to Ellis Avenue and turning east to the community.

**Pomona Valley Inn to Open Thursday**

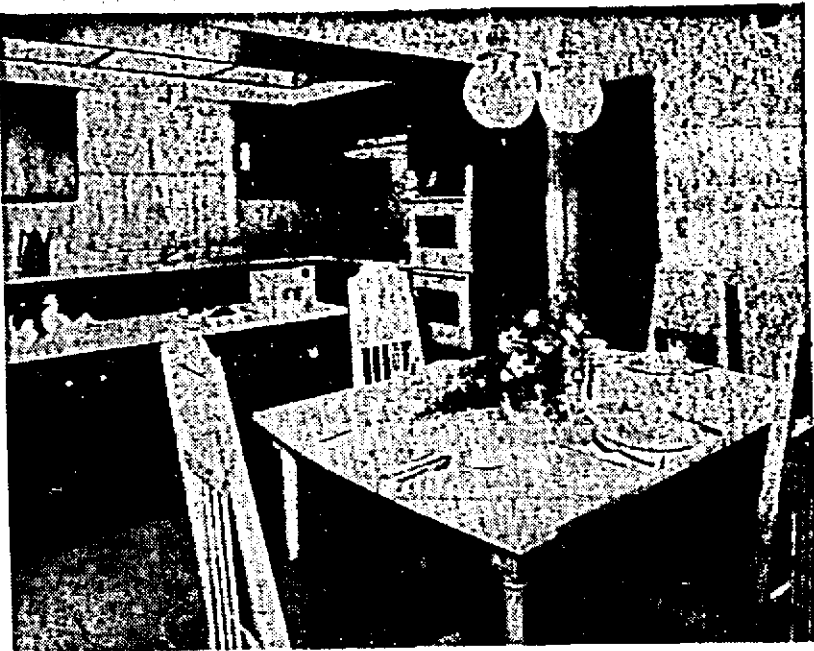
The Pomona Valley Inn, a \$2 million, 10-acre motor inn complex, will be dedicated Thursday noon. It is located in Pomona at the intersection of Valley Boulevard, Highway 60 and Holt Avenue.

The Inn will be operated by G. David Schine's Management International, Inc.



**A ROSSMOOR TOWNHOUSE**

The expertly designed residence shown above is one of the townhouse buildings at the new luxury \$4 million development at Rossmoor Center. Each unit presents the picture of a single mansion-type home while in effect each home contains four separate townhouses amidst the splendor of a country club setting.



**BUILT BY HUNSAKER**

Spacious dining area adjoining "open-end" kitchen is feature of houses at Sunshine Homes-Fountain Valley, project developed by S. V. Hunsaker & Sons.

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WORLD'S LARGEST ON-YOUR-LOT BUILDERS

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\*Prices vary slightly in some areas.

## Buyer of Rossmoor Townhouse Becomes Salesman for Units

For the past 13 years, Jim Miles, ex-army paratrooper, traveled throughout the nation and abroad in his job as field service engineer for North American Aviation. A few months ago Jim decided he'd had it. He wanted to settle down in a job not too far away from home where he and his wife, Frances, could enjoy a regular life.

Never in his dreams did Jim believe that his job would turn out to be a one-minute walk from his home. Here's what happened:

When the Miles decided to buy a house they looked from Oxnard to Costa Mesa for the best location, climate and freeway service. When they talked with Sales Manager Pete Blair at Rossmoor Townhouses they became convinced that this was where they wanted to live. They bought a Rossmoor Townhouse in September and moved in during October.

THE PROBLEM of a steady job was next. And Miles, after a brief period of residence at Rossmoor discovered what he wanted to do.

Today, following a few weeks of intensive schooling to obtain a real estate salesman's license, Jim Miles who was himself the satisfied buyer of a Rossmoor Townhouse, is now one of the outstanding salesmen for Mesa Realty, the sales agents for the Rossmoor Townhouse development.

THE TOWNHOUSES, starting at \$19,950, enable residents to enjoy a carefree life in their two, three or four-bedroom home with recreational facilities including swimming pool, Jacuzzi whirlpool, children's wading pool, putting greens, shuffleboard courts and a private club house.

From Long Beach go East on Seventh St. to Los Alamitos Blvd., north exit, then left 5 blocks to Rossmoor Shopping Center.

## La Habra Homes in Fast Sale

An enthusiastic response from the public has marked the high sales since the grand opening at Habra Heights in La Habra, a spokesman for the firm said.

"The buyers who have tallied more than \$600,000 in sales since that February opening are most enthusiastic giving solid proof of the values being offered," the spokesman said.

A \$4,000,000 investment, Habra Heights offers 200 homes in three, four bedroom and three-and-a-half models, four floor plans and 16 exterior designs.

A FAMILY ROOM is included in three of the plans, and two have a fourth bedroom that makes an ideal den, play room or hobby room, the spokesman said.

Down payments as low as \$395 and \$495 are offered and 2 1/4-year loans are available.

To see the models drive Long Beach Freeway to Imperial Hwy., then east to Brea and three-and-a-half models, Blvd., left to Central and left to Habra Heights.

## NOW OPEN

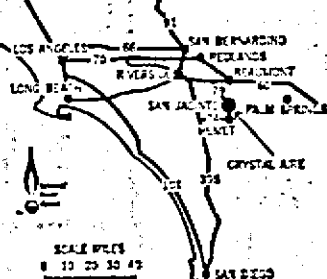
See two-bedroom individual homes for mature adults, who want relaxed country club atmosphere and neighbors to share their interests. Yours now with built-in kitchens, patios, wall-to-wall carpeting, a world of up-to-the-minute features. Crystal Aire Estates is set in lovely San Jacinto, where warm desert air means healthful, happy living. Here, you enjoy complete recreational facilities including swimming pool, shuffleboard and putting green. (A monthly fee covers maintenance.) Come out today. Move in tomorrow. Jordan and Shaver Streets in San Jacinto.

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## FOOTHILL VILLAGE TOWNHOUSES

### IN FULLERTON

2 AND 3 BATHS  
2, 3 AND 4 BEDROOMS

**\$91<sup>00</sup>** per month, principal and interest

**\$18,900** full price

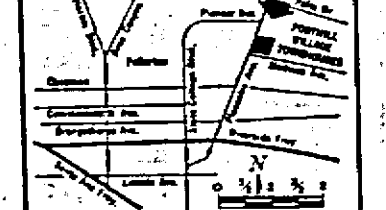
As low as 5% down = As low as 5% financing

All upkeep is provided for the landscaped grounds and recreation facilities plus exterior painting of your homes. (You pay your proportionate share of maintenance costs by a monthly charge.)

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FROM RIVERSIDE FREEWAY: Take State College Blvd. exit north to Chapman Ave., then right (east) to Placentia Ave., then left (north) to Foothill Village.



There are townhouses—and townhouses... So look around. We invite you to compare Foothill Village Townhouses with any other townhouses. We invite you to compare our automatic refrigerated air conditioning—a ducted system which is an integral part of the home—cooling to your comfort as much as 1776 square feet of living space. Compare this with a unit stuck in the window. One is superior quality, the other is not. We invite you to examine the exteriors of slumpstone, used brick and durable cedar; then compare this with stucco and other materials frequently found elsewhere. One is superior quality, the other is not. We invite you to investigate such features as Rockwool full thick batt insulation in all perimeter walls and four inches rockwool insulation blown in on the ceilings. Foothill Village Townhouses has them, most others do not. One is quality, the other is not. Our concept is quality. We welcome comparison. We challenge competition. Why don't you come in today and let us show you around? We'd be proud to.

- Automatic refrigerated air conditioning and forced air heating by General Electric
- General Electric built-in appliances include eye level oven, range, dishwasher and disposal
- Architecturally designed cedar and masonry front elevations
- Complete soundproofing that assures privacy
- 2 Swimming Pools
- 1 Wading Pool
- Putting Greens
- Shuffleboard
- Cabana
- Recreation building with well equipped kitchen.

## FOOTHILL VILLAGE TOWNHOUSES

DEVELOPERS: The J. M. D. Company, The H. R. B. Company and The Aspenwood Company, partners of Townhouse Development, 9776 Katella Avenue, Anaheim, California.

SALES AGENTS

Forest E. Olson, Inc.



## Kresge - DeNoyelles Vows Read

St. Barnabas Church was scene of the wedding of Mary Jo DeNoyelles and Lt. James Joseph Kresge, Saturday.



Mrs. James Joseph Kresge

Wearing a gown with bodice of Alencon lace trimmed with seed pearls and chapel train of organza over peau de soie, the bride was preceded by her sister Ann, maid of honor. They are the daughters of Dr. and Mrs. Lester C. DeNoyelles of 3924 Marshall Way.

Completing the entourage was Mrs. Lawrence Lidia and Mrs. Gary Peterson with Jeanne DeNoyelles, another sister of the bride, as junior bridesmaid.

**THE GROOM**, son of Mr. and Mrs. C. D. Kresge of Bethlehem, Pa., chose Lt. (j.g.) Michael McDevitt as best man with Ens. J. Rodney Mattison and Lt. Thomas Hansen seating guests.

The new Mrs. Kresge was graduated from St. Anthony's High School and Cal. State at Long Beach where she was a member of Delta Delta Delta. Her husband was graduated from Lehigh University and was a member of Alpha Kappa Rho.

The newlyweds departed for a honeymoon in Northern California following a champagne reception in the Virginia Country Club. They will reside in Newport, R.I.



MRS. GENE A. SHEETS

Mrs. Craig R. Singer

Mrs. Richard T. Antezak

### IN FORMAL ATTIRE

## Solemn Vows Are Spoken

#### Sheets-Dunn

Diane Dunn and Gene Allen Sheets recited nuptial vows during a late afternoon ceremony in University Lutheran Church Saturday.

The bride, daughter of Mr. and Mrs. L. T. Collins of 5446 Garford St., wore a full length gown of silk organza and chantilly lace.

**LANELL** Sheets, sister of the groom, served as maid of honor with Mrs. Donna Cook as attendant.

The groom, son of Mr. and Mrs. Fred A. Sheets of 1590 Park Ave., chose Lester Fantone as best man with James McAllister and Roger Watson as ushers.

The new Mrs. Sheets was graduated from Wilson High School where she was a member of Salus. Her husband is a Millikan High School graduate.

Following a honeymoon to Palm Springs and Las Vegas, the couple will reside in Long Beach.

#### Singer-Halden

Teri-Lou Halden and Craig Robert Singer repeated nuptial vows Saturday evening in St. Thomas of Canterbury Episcopal Church.

Mr. and Mrs. John F. Halden Jr. of 3676 Lomina Ave., are parents of the bride. The groom is the son of Mr. and Mrs. Craig Robert Singer of 5370 Abbeville Ave.

The bride, preceded by her

sister, Brenda, maid of honor, wore a gown of white lace over peau de soie with a train. Completing the entourage was another sister, Anita, along with Mrs. Gregory Schaffer, the groom's sister, and Mrs. Karen Pavlonis and Judy Bruns.

**THE GROOM** chose his brother Scott as best man with Steve Dalton, Bill Kollet, Dennis Pavlonis and Gregory Schaffer, brother-in-laws of the groom, seating guests.

The new Mrs. Singer was graduated from Millikan High School and attended Long Beach City College. Her husband also was graduated from Millikan High School.

Following a honeymoon trip to Santa Barbara, the newlyweds will reside in Long Beach.

#### Antezak-Stackhouse

Wearing a floor-length gown of white satin and a veil held by a crown of crystals and pearls, Teri

Lee Stackhouse exchanged vows with Richard T. Antezak in Lakewood Community Methodist Church Saturday.

She is the daughter of Mr. and Mrs. Charles C. Stackhouse; he is the son of Mr. and Mrs. Theodore P. Antezak. Both families reside in Lakewood.

The bride's sister, Sherri Stackhouse, served as maid of honor and the bridegroom's brother, William Antezak, was best man.

**COMPLETING** the wedding party were Phyllis Posner, Barbara Schmit, Mrs. Louis Kridle and Paula Wilson, bridesmaids; Louis Kridle, Richard Barnes, John Raymond, Jed Welsh, Frank Panzich and Charles Stackhouse, ushers.

Both Mr. and Mrs. Antezak were graduated from Lakewood High School and attended Long Beach City College. He is now serving at the U. S. Naval Air Station in Bremerton, Wash., where the couple will reside after a honeymoon in San Francisco.

## Student Musicians to Entertain WMC

Winners in Woman's Music Club Student Musician Scholarship Auditions will appear in a concert performance at the club's family night program, 8 p.m., Wednesday in Ebell Patio.

Mrs. W. P. Ward, chairman of the scholarship committee, will present \$100 awards for music lessons to first place winners: Robert Fuhr, piano; Dennis Trimby, strings; Pamela Saltzman, voice.

The concert also will include performances by second place winners, Craig Nies, piano; Anita K. Oranhood, strings; Kathleen Crawford, voice.

A reception honoring the musicians will take place following the concert.

**CLUB'S** Opera Section will meet at 8 p.m., Monday at the YWCA for a program of excerpts from "Madame Butterfly" by Mrs. E. B. Lehammer. Members and guests are welcome.

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**FORMAL WEAR**  
for MEN  
SALES...RENTALS  
**Raymond's**  
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## For Housewives...

### No More Aching Feet?



Within a few years house-keeping may be in for a clean sweep—If homemakers will go for the idea.

Professional cleaning contractors, it seems, are eyeing private homes. They're hoping to persuade the Missus that they can clean her house better than she can.

The idea: team cleaning on a cost-per-unit basis.

"This is the era of the specialist," says the head of one such professional cleaning company. "Why shouldn't home maintenance include more than just shampooing carpets and polishing floors—why shouldn't it include a packaged scrub-up of the whole house?"

He predicts professional housework may soon become popular. That way the work would be done in a departmentalized manner. Women members of a cleaning crew, for example, might do the bath, dust and vacuum. Men would wash walls, power vacuum. They would arrive in a neighborhood as crews and sweep through their specialties in each house on a block.

**MAKING** all this possible are new chemical cleaners, acrylics instead of waxes for floor and wall coverings, ultrasonic and electronic cleaning equipment (pull a truck up to a house, attach a pipe to the door and, whoosh!).

Once set up, controlled cleaning or professional housekeeping could be offered on a cost-per-unit basis, with a certain number of units specified for each room.

The serviceman would survey a room, then estimate the minimum amount of work units required. Even

more important, he would estimate how often the work needed to be done.

Cleaning would be only one of the professional homecare services. Also on the list would be deodorizing, sanitizing, pest control—whatever it takes to keep a home clean and comfortable on a continuing minimum basis.

**WHAT'S HOLDING** up the advent of controlled, contracted cleaning?

The attitude of the individual housewife. Many a housewife likes housework, it seems. SHE WANTS to do it herself.

According to a survey conducted by Dr. Robert S.

Weiss, social scientist, University of Chicago, more than half the country's married women really enjoy housecleaning and other household chores.

His conclusion: "It helps their self-esteem, makes them feel useful and important to their families."

The secret, it seems, is to persuade the homemaker she would be better off in every way if a professional did her housework.

That may be difficult.

"I wouldn't like to have professionals do my home," states Mrs. Jack Westland, pictured on page W-1. "I don't see the point. I find housework fun."

Anyone disagree?

## News Links Localites

#### Kuhn-Curtis

The betrothal of Glenda Sue Kuhn and Richard Lee Curtis has been announced by her parents, Mr. and Mrs. Lloyd William Kuhn of Downey. The bridegroom-elect is the son of Mrs. Paul M. Johnston of Lakewood.

Miss Kuhn was graduated from South Gate High School and her fiancé is a alumnus of Compton High School. The couple attends Long Beach State College.

A June 13 wedding is being planned.

#### Cartwright-Sutherland

Mr. and Mrs. Richard Cartwright of Long Beach announce the engagement of their daughter, Adelaide Ritchie, to Franklin Charles Sutherland, son of Mr. and Mrs. Ferald Sutherland, also of Long Beach.

Miss Cartwright, a graduate of Millikan High School where she received the Jeweled "M" Award, attended UC at Santa Barbara.

Her fiancé, a graduate of Jordan High School, was an all-American swimmer at Long Beach City College.

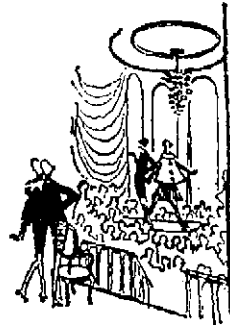
Both are now on the dean's honor list at Long Beach State College and are members of Sigma Sigma Honor Society.

#### Eubanks-Colvin

Mr. and Mrs. Gaston Eubanks of Long Beach announce the engagement of their daughter, Marian Louise, to Herman Eugene Colvin, son of Mrs. Gertrude Colvin, also of Long Beach.

The bride-elect was graduated from Brethren High School and is now attending Long Beach State College.

Her fiancé was graduated from Wilson High School, Long Beach City College, and LBSC. He is now teaching at Garfield Elementary School.



## Fashion Shows This Week

#### MONDAY

- Buffums' Broadway and Pine, Terrace Room. "The Young Spirit." A sampling of the newest looks from the Young Designers' Shop. Luncheon show. Also informal modeling from 11 a.m. to 4 p.m. in the department.
- Captain's Inn, 215 Marina Drive. From boat clothes to fashions after 5. 8 p.m.

#### TUESDAY

- Parts O' Call Restaurant, Berth 76, San Pedro. Fashions from the village shops. 12:30 p.m.

#### WEDNESDAY

- Lafayette Hotel, Broadway and Linden, Cafe Lafayette and Coffee Shop. 1 p.m.

#### FRIDAY

- Buffums Terrace Room. "The Forward Looking Knits." The silky looking knits in man-made fibres from the dress and suit collections on Third Floor. Luncheon show.

#### SATURDAY

- Petroleum Club, 3636 Linden Ave. Sponsored by Lakewood Republican Women's Club. Luncheon show.
- Welch's Restaurant, 4401 Atlantic. Variety of spring fashions for children to the woman over 40.

Due to popular demand we are now  
**OPEN EVENINGS**  
MONDAY THRU SATURDAY  
*Kay Michael*  
Hair Design  
Phone 435-6957  
3631 ATLANTIC AVE.

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OVER 1000 FAMILIES KNOW WHAT A GOOD RENTAL PLAN MANNING'S HAS  
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Rent as long as you like. No obligation to buy. You receive credit for all you have paid if the purchase is made within the limit agreed upon.

NEW WURLITZER \$795 Per Mo.  
NEW KNABE \$1695 Per Mo.  
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**MANNING'S**  
"AT THE SIGN OF THE BIG RED PIANO"

**SOUTH BAY**  
IN WALLICH'S MUSIC CITY  
HAWTHORNE ARTESIA  
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- Limited groups of one-of-a-kind items!
- Decorative and functional gifts!
- All at exceptional savings of 50% or more

Listed below—a few of the values you will find:

#### UPHOLSTERED FURNITURE

850.00 8' Sofa, black, one only.....	420.00
850.00 8' Sofa, celadon, one only.....	420.00
530.00 7' Lawson sofa, green.....	265.00
544.00 6' Molla sofa, antique white, one only .....	260.00
146.00 Matching lounge chair, one only .....	70.00
175.00 Arm chairs, Louis XVI, apricot, 2 only .....	82.00
150.00 Side chairs, Louis XVI, apricot, 4 only .....	75.00
280.00 Arm chairs, fruitwood, green, 2 only .....	140.00
195.00 Naugahyde chairs, black, 4 only .....	90.00

Many other fine upholstered pieces at unusual savings!

#### OCCASIONAL FURNITURE

225.00 End tables in brass, 2 only .....	110.00
200.00 Room divider, hand painted, one only .....	100.00
80.00 Toy chest, hand painted, one only .....	35.00
175.00 Lamp table, one only .....	85.00

Other exciting pieces at matching savings!

#### DECORATIVE ACCESSORIES

Originally 7.50 to 69.50. A one-of-a-kind selection of conversation pieces .....

2.00 to 34.50

#### AREA RUGS

Originally 249.95 to 289.95. Decorative rugs by Wunda Weave to add color and interest to any room .....

140.00 to 145.00

#### DECORATOR BEDSPREADS

Originally 20.95 to 69.95. A limited assortment of unusual and beautiful bedspreads .....

5.00 to 35.00

We suggest that you shop early for these values!

FURNITURE, HOME FURNISHINGS, CARPETS, DRAPERIES, UPHOLSTERY, BOUTIQUE

LOCATED ON BROADWAY AT PACIFIC



HE 6-BALL FOR SHOP AT HOME SERVICE



## Foothill Village Townhouse in Fullerton Have Big Appeal



### QUALITY STRESSED IN TOWNHOUSES

Here is a view of the Foothill Village Townhouse development in Fullerton where the developers have stressed quality in construction to provide ideal living conditions.

Couple quality in a home with a reasonable monthly payment for principal and interest and you have interested homebuyers, stated H. R. Brookman Jr., one of the developers of Foothill Village Townhouses in Fullerton.

Prospective homebuyers also show interest, according to Brookman, when they realize the payments for both principal and interest are as low as \$91 monthly after a normal down payment.

Considerable research has been undertaken by the developer to determine what the buying public is seeking in townhouse living.

The results, Brookman states, "is one concept... quality." Foothill Village community with its park like atmosphere of trees and shrubbery offers the residents a source of constant satisfaction rather than a source of continuing chores. Provided is all upkeep for the beautifully landscaped grounds, swimming pools and other recreational facilities. Exterior painting is done to protect the beauty and condition of the homes in the community. The owner pays a proportionate share of maintenance costs by a monthly charge.

THE LARGE recreational building provides many facilities for group gatherings, plus swimming pools, playgrounds and putting greens. Townhouse features in-

clude built-in range and oven, dishwasher and disposal, automatic refrigerated air conditioning and heating, fireplaces and private patios. Of particular note is the luxurious nylon filament carpeting throughout.

Prices start at \$18,900.

Offered is a wide range of one and two-story plans including two, three and four bedrooms and two and three baths. Financing is available at 6% for 30 years.

The furnished models are on Placentia Ave. and Madison Ave. just north of Chapman in Fullerton.

## BUSINESS, ECONOMY NOTES

# New Plating Process Boosts Plastics Into Big Potential

By KEN CHILCOTE  
Business Editor

Chalk up another big step for plastics, the wonder child of the materials industries, thanks to a metal-to-plastic plating breakthrough.

ABS (acrylonitrile-butadiene-styrene) plastics especially are benefiting this new plating technology. Plastic molders and metal finishers claim quality results have been obtained from ABS, originally produced by U.S. Rubber Co.

Briskest and largest appetite for chrome-plated parts is the automotive industry and many parts in new models are now using the ABS plating. These include door lock buttons, door handles, arm rests, lamp housings, wheel covers, window frames, grilles and trims.

Appliance, plumbing, builders hardware are among other industries considering ABS to make inroads into producing parts made of metal die casting.

PLATING ON plastics is

not new or unique but the procedure has been limited for such plating took up to 20 hours for processing. Thick and heavy plate deposits were in the nature of an envelope encasing the plastic. Frequently metal peeled away from the plastic part or blistered and flaked.

The new treatment is said to create a strong bond between the plastic and metal. The metal deposit can be as thin as 1/2 mil, yet provides great wear resistance, stays attractive and is impervious to galvanic corrosion.

You'll be seeing a lot of it soon, used in many ways.

A BIG YEAR is seen for the folding-type home pocket billiard tables. The pool craze developed the past year by some 20 million Americans led to establishment of thousands of parlors over the nation, where families can enjoy the games. Super Industries Corp., expects to sell 700,000 of the folding-type home tables this year. They will range in price from \$80 to \$700. . . . Walter Kidde & Co., New Jersey producer of safety, security and scientific equipment as well as space systems equipment, announced agreement has been reached to purchase Weber Showcase & Fixture Co., and Weber Aircraft Corp. Weber, 70-year-old producer of temperature controlled display equipment, also is known for aircraft and space vehicle pressure activated equipment.

RUMORS GROW that Saturday Evening Post will fold. Now in its 15th year of decline, the rumors say SEP could lose \$10 million this year, draining profits from other Curtis publications. . . . Walter Reuther launched a civic responsibilities program for his United Auto Workers in the 1930s and carefully made great progress. Now many major industries are establishing similar programs to get employees to participate in civic affairs and keep close watch on legislation and the business climate. This is separate from the public relations departments they all have.

MAYBE YOUTHS do the family buying now? At least the TV stations seem to think so as they swing more and more to programs attractive to the youthful viewers. The casualty rate of shows the coming season is alarming to older viewers. Of 36 new shows this season, 22 will not return. CBS will drop 9 out of 12 shows and sponsors are paying a high rate for the Madison Avenue roulette. Maybe the Nielsen ratings should be studied. They are basically unchanged in 30 years despite other fields of technology advancement. . . . American Express showed a net income total of \$12,541,000 in 1964 or \$2.81 a share. Great growth shown in credit cards and travelers cheques. But there was still no resolution of the claims against the company's warehousing subsidiary arising out of the vegetable oil scandal in Bayonne, N. J., which left many people holding virtually worthless warehouse receipts.

AIR FILTER firms are riding on a big boom crest as the nation's households are taking to the equipment to provide better breathing. American Air Filter Co., Louisville, already is 16% ahead of last year and business is growing so fast it soon may be listed on the New York Stock Exchange. . . . Old Republic Life Insurance showed an increase of \$627 million in new business the past year with a net gain of \$1.08 per share. . . . Santa Fe Drilling Co., our nearby neighbor, had record revenues of \$28,319,387 last year, a gain of 8%. . . . Shell Oil earnings the past year reached a new high for the third consecutive year although in some respects it was a difficult year with average gasoline prices driven to their lowest level in 10 years. This year expansion is being emphasized.

WHAT'S HAPPENED to American Motors? This is a question often asked by some local stockholders. They had expected a big jump with the new Rambler sports model. The new model has not been produced as fast as expected because of a strike at some

## 5-Bedroom Home in El Dorado Models



### EL DORADO PARK ESTATE

This five-bedroom model at El Dorado Park Estates accommodates large family needing lots of room. The homes are another S&S Construction Co. development.

Five bedrooms for large families are featured in one plan of a series at El Dorado Park Estates, according to a spokesman for S & S Construction Co., builders.

Six elevations are available in this plan which puts four bedrooms and two baths upstairs with living room, family room, dining room and bedroom No. 5 which might also be used as a maid's room or den, downstairs.

Other El Dorado models highlight three, four and five bedrooms with family room and two or three baths in one-story, tri-level and split-level models, eight floor plans and 34 exterior designs.

The medallion kitchens have built-in range, double oven and dishwasher, color-matched with hood and fan. Priced from \$31,450 to \$43,450, El Dorado offers conventional financing, the spokesman said. Visitors are invited to see the street of furnished models on Spring St. between Los Alamitos Blvd. and Coyote.



### MAYOR'S CAR CUTS RIBBON

When the new Magic Minute Car Wash opened two blocks east of the Traffic Circle on Pacific Coast Hwy., the car of Mayor Edwin Wade served to cut the ribbon. Shown with the mayor are Louis Meltzer and Sam Kern, co-owners. The concern features a 180-foot-long hookless conveyor system capable of handling over 200 cars per hour.

## Hurry now for BIG CLOSE-OUT SPECIAL

on the last 15 beautiful **STARDUST HOMES** Belfontaine Series **AT HUNTINGTON BEACH**

Over 130 already sold. Just 15 left! A wealth of luxury features throughout. Rich hardwood floors. Slate entries. Crystal chandeliers. All-electric kitchens. Concrete driveways. Hurry, while there's still a choice of floor plans, including spacious 2-story homes with balconies! We must move on to new projects, so time is short. Hurry for savings! Drive south on Brookhurst and turn west on Garfield—or south on Beach, then east on Garfield. Open from 10 a.m. 'til 7 p.m.

2, 3, 4 bedrooms — 2 & 3 baths  
Prices from \$24,250  
FHA, VA or 3-1/2% Conventional Financing Phone (714) 962-1402

these you've got to see!



**LIKE LIVING IN YOUR OWN PARK!**

OF THE 120, ONLY 29 REMAIN  
ALL FLOOR PLANS STILL AVAILABLE

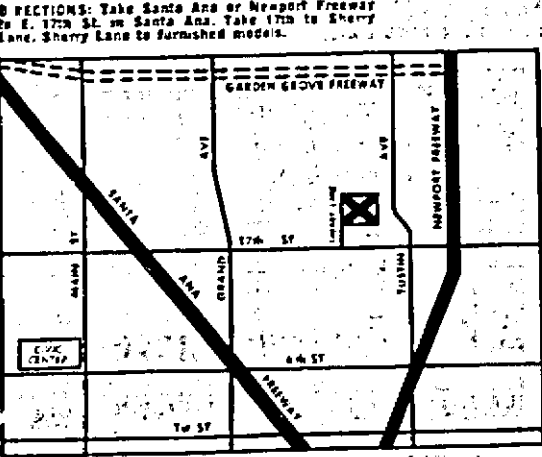
**From \$17,900**  
all ready to move into!

**LOOK!** Santa Ana's first and most splendid townhouses • Right off the Santa Ana Freeway • Spacious, park-like grounds in an established neighborhood • Mature landscaping, including orange trees • Caloric range & oven • Dishwasher • Fireplace • Nylon carpeting • Drapes • Air-conditioned • Fenced patio area • Putting green • Huge heated pool • Recreation building with billiard room, Sauna bath, fireplace, kitchen and card room! Conventional financing, as low as 5% down!



**HILLVIEW REGENCY TOWNHOUSES**  
2 AND 3 BEDROOM, 2-BATH HOMES  
1919 SHERRY LANE, SANTA ANA

KRIC ENTERPRISES, INC.  
401 W. BAKER AVE., SANTA ANA (714) 547-6177 (714) 542-2762



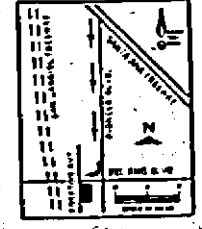
## TODAY'S GREATEST HOME BUY!



### SUNSHINE "CERTIFIED" RESALE HOMES

**3-4 BEDROOMS • 2-BATHS**  
Sunshine Certified Resale Homes have an understandable habit of being snapped up in a hurry. The low price... the beautiful built-in Sunshine features including luxurious wall-to-wall carpeting and two-car garage... and close to everything convenience are irresistible. Drop whatever you're doing and come see.

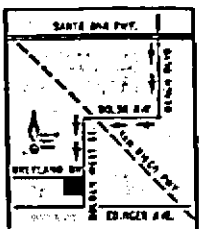
SALE PRICES FROM  
**\$20,995**  
**\$395 DOWN**  
**LAKEWOOD**



From the Santa Ana Freeway—take Pioneer Blvd. turn off south to Del Amo Blvd. then west on Del Amo to Recreation Ave. Phone (214) 665-7132 • UN 3-2893 ext.

**3-BEDROOMS • 2-BATHS**  
An exceptional opportunity to acquire one of the top dollar for dollar values in the area. Luxury extras include: Wall-to-wall carpeting, 2-car garage, full landscaping with front yard sprinklers and backyard fencing. Come see. Now!

FULL PRICE AS LOW AS  
**\$20,995**  
AS LOW AS **\$195 DOWN**  
**HUNTINGTON BEACH**



Driving Directions: Santa Ana Freeway to Beach Blvd. Beach Blvd. to Bolsa. West on Bolsa to Golden West St. South on Golden West St. to Breeland Dr. Follow signs to model home. MODEL HOME—15841 Redfox, Huntington Beach. For information call: (800) 837-8311 • (800) 837-4227

**SUNSHINE HOMES**



AOPi Comes to State College

Fruition of Intensive Effort

Twelve years of intensive effort on the part of Long Beach Alumnae of Alpha Omicron Pi will be culminated next weekend with two gala days of ceremonies marking installation of Lambda Beta Chapter of AOPi on the California State College, Long Beach campus.

Mrs. William M. Westerman of Youngstown, Ohio, international secretary, will conduct the initiation and installation ceremonies Saturday morning and afternoon in the home of Mrs. James W. Wood, 4416 California Ave., assisted by international, state and district officers. Collegiate members of nearby AOPi chapters will be special guests.

**INITIATES** into the new chapter, all of whom hold executive board posts or chairmanships headed by Cindy Davis of Ventura, president, are Robin Lee Adair, Carol Rebecca Bullock, Shere Lyn Dudley, Jean Marie Dundas, Mary Elizabeth Fincher, Cheryl Marie Graham, Diane Elaine Herring, Patricia Evelyn Leffler, Carolyn Sue Lowe, Norine Marie Mortimer, Susan Melinda Neely, Christine Adele Rohan, Kathryn Mae Zenigraf, Sondra Suzanne Shelton, Sharon Estelle Stephens, Janis Lenore Vivo and Sharon Lynne Williams.

Pledges include Valerie Goetz, Nancy Mortz, Liz Nicholson, Karen Kastle, Cynthia N. Johnson, Christeen Farwell, Karen Courtney, Karen Doctor, Sally Ann Gup-till, Donna Bumpas, Susan Williams, Janice Hazard, Trudy Millerburg, Elizabeth Laughlin.

**SATURDAY'S** activities also include a mid-ceremony luncheon at Welch's Restaurant and a Rose Banquet honoring the new initiates at 7:30 p.m. in Terrace Room of Petroleum Club. Mrs. Malcolm Epley, colonization chair-

man who has led local alumnae members in formation of the new chapter, will be toastmistress.

Dr. Louis J. Swanson, associate dean of student affairs, CSLB, will be an honored guest and extend the college's welcome to the new group. Again, numerous AOPi dignitaries will be in attendance.

Festivities conclude Sunday with a reception and tea given at Kidder House, 4601 Long Beach Blvd., from 2 to 5 p.m.

Mrs. Dorothy Clark Kelly, alumnae president, is general installation chairman, assisting are Mrs. Ernest G. Folsom, rituals; Sue Fellenzer, banquet; and W. M. Scidmore Jr., reception.

Advisors from Long Beach Alumnae Chapter to the new collegiate group are Mmes. Jack T. Bryan, William Scidmore, John Long, Leon Pugh, Malcolm Epley, Edward LaValle, Norma Abu-Dayyeh, Ernest Folsom, M. H. Wood-bury, Suzanne Fellenzer, Mrs. Walter C. Crowe, Misses Sally Waldron and Doreen Adams.

**THE NEW** chapter joins a network of 76 collegiate chapters and 164 alumnae groups embracing a membership of more than 35,000 women throughout the United States and Canada. Founded in 1897 at Barnard College, a part of Columbia University, AOPi stands for high scholarship, highest possible development of the individual, training in leadership and citizenship while supporting at all times the programs of the colleges. Alpha Omicron Pi will become the eighth Panhellenic member sorority to establish a chapter and offer membership to collegiate at CSLB. Nationally, the group has as its philanthropy, support of the Social Service Department of the Frontier Nursing Service in Eastern Kentucky.



ALPHA OMICRON PI activities from California State College, Long Beach, (seated from left) Susan Neely, Cindy Davis and Shere Dudley,

confer with Mrs. Jack T. Bryan, alumnae advisor, on plans for installation of new Lambda Beta Chapter at the college next weekend.

With Tap of Gavel, Clubdom Comes to Order, Faces Full Agenda

**Theta Alumnae**  
Mrs. Arlie G. Toulouse will conduct her first meeting as president of Long Beach Alumnae Chapter, Kappa Alpha Theta, at 7:30 p.m. Tuesday in the home of



Mrs. Arlie Toulouse  
Heads Thetas

Mrs. George Anderson, 5241 Berkeley, Westminster. She succeeds Mrs. Harry Landis.

Among other new officers are Mrs. Douglas Walland, vice president; Mmes. Gary Bos and Robert Lichtenhan, secretaries; Mrs. Norris Graham, treasurer.

**Ebell Club**  
Howard Chitjian, baritone, and Grace L. Martin, soprano, will be featured in "A Melodious Musical" following 1:30 p.m. business session of Ebell Club Monday in the auditorium. They will be accompanied by Gloria Mikalian. Luncheon will be served at noon.

Morning meetings: Nature Study, 10:30 a.m., "Indoor Gardening," Joe Littlefield. Bible Study, 11 a.m., "The Glory of Easter," Mrs. Martin DeVries. Soloist, Mrs. B. Tuckley Thompson. Art Department meets for brunch at 11 a.m. Wednesday at the clubhouse, followed by a noon tour of Los Angeles

County Museum. Antique Department meets at 1:30 p.m. Thursday in the lounge for talk, "The Romance of Casters," by Mrs. A. F. Bonzer.

**Catholic Daughters**  
Court Marian 1669, Catholic Daughters of America, will present trophy awards to students who participated in local poetry and essay contest during 8 p.m. meeting Wednesday in Woodmen of the World Hall, 11 W. Plymouth St. Rev. Henry Olivares will make the presentations following an illustrated talk on the "Passion Play" by Harry R. Christensen.

**Bay Garden Club**  
"Facts and Fads in American Fashion" will be topic of Mrs. Helen Hohl when she presents a collection of dolls clad in copies of inaugural ball gowns for Ala-

mitos Bay Garden Club at 11:30 a.m. Thursday in the home of Mrs. George A. Hart Jr., 6324 Bay Shore Walk.

**Woman's City Club**  
Tyrone Richardson, a past president and long active in club affairs, will entertain with a program of popular and humorous readings during 1:30 p.m. program for Woman's City Club Friday at the clubhouse, 1309 E. Third St. Also appearing will be Mrs. Robert Langdon, organist, and Wes Farrell, pianist. Luncheon will be served at noon.

**Rose Society**  
"What Makes a Rose a Show Winner" will be revealed by Mrs. J. Arthur Curswell for Orange County Rose Society at 7:30 p.m. Tuesday in Iva Meairs School Cafetorium, Trask

and Newland Streets, Garden Grove. The meetings are free and open to the public.

**Plaza Women's Club**  
Plaza Women's Club will have a general membership meeting at 8 p.m. Wednesday in El Dorado Park Clubhouse. American Field Service students, Virginia DuPrey of Millikan, recently returned from Brazil, and Jons Routh, exchange student at Wilson, will be guests.

**El Dorado Women**  
Josephine Gumbiner, supervisor of Long Beach District, County Bureau of Adoptions, will speak to El Dorado Woman's Club at 7:30 p.m. Monday in Douglas E. Newcomb Auditorium. She will discuss the rewards of giving homes to children of mixed races and those with medical problems.

**District PEO**  
Election of officers will highlight 9:45 a.m. coffee hour and meeting of Long Beach District PED Reciprocity Bureau Tuesday at the YWCA, 550 Pacific Ave. Mrs. Robert Hills, retiring president, will present the program, "Friendship Mementoes." All unaffiliated PEOs are welcome.

**Carmelite Auxiliary**  
Rev. John Fitzgerald of Sacred Heart Church, Covina, will speak to Carmelite Nuns Auxiliary at 1:30 p.m. Tuesday in St. Anthony's High School Cafeteria.

**Writers Club**  
William Simpson, author of numerous magazine articles as well as children's books will speak before Writers Club at 1 p.m. Thursday at Woman's City Club, 1309 E. Third St.

Poetry and prose written by members will be read by Ida Sinclair and Edith Golden during morning hours. Dessert will be served at noon. Visitors are welcome.

**LBCC Faculty Wives**  
Long Beach City College Faculty Wives will have noon luncheon Thursday at Leisure World followed by a tour of the facilities.

**Discussion Club**  
An English drill and three-minute talks by second division members are planned by Friday Morning Discussion Club during 10 a.m. meeting Friday at Bayshore Library, 195 Bayshore Ave., with a coffee hour following in the home of Mrs. Margaret D. Tindall, 2027 Appleton St., Apt. 8.

NUTRITION NEWS

What are NATURAL VITAMINS? These are the vitamins that are extracted from a natural source. They contain all the important "helper factors" plus many elements that haven't been isolated yet. Some people who can't tolerate "chemical vitamins" can handle "NATURAL VITAMINS" and obtain outstanding results. If you haven't responded to synthetic vitamins why not give Natural Vitamins a chance to prove their superiority? Schulman's trained counselors are at your service to aid you in selecting the recommended vitamins for your individual needs. Visit us soon.

THIS WEEK'S SPECIAL —  
**ACEROLA — C** .29  
Delicious, chewable, ALL NATURAL Vitamin C. 1.50 Value — only 1 per coupon. 50 waters.

**SCHULMAN'S** NUTRITION CENTERS  
142 PINE 655 PINE  
Across from Bullfins Corner 7th & Pine

**MR. BOB**

**TODAY—SUNDAY**  
10 a.m. to 5 p.m.

**NEW LOW CUTS**  
IN PRICES TO CLEAR  
ALL INVENTORY

Last day at 112 E. Broadway—March 31st

our new Mr. Bob location  
219 Pine Ave.



**FASHION FIESTA**, style show and tea to be given by Kappa Kappa Gamma mothers at UCLA Tuesday in Kappa house will have a carnival mood with gay Mexican music and decorations. Models for the gay resort and tour fashions will be chosen from actives and pledges. Participating from the Long Beach area are (from left) Cheryl White, Bev Brown and Susie Arnold. Others are Cheryl Chawley, Lynn Lewis, Susie King, Lynn Winter, Christine Slater, Valerie Paull, Vicki Albright and Laura Todd.

**Policy Expert to Give Talk**  
Los Angeles Chapter, Hadassah, will present Dr. William Gerberding, UCLA political scientist and expert on America's foreign policy, in a public "American Affairs" lecture Wednesday at 12:30 p.m. in Beverly Hilton's Grand Ballroom.

**Opening Soon!**

**LAURIE ANNE STUDIO**

**Children's Portraits**  
Our Specialty

419 Long Beach Blvd.—HE 5-9212

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**Guaranteed Drapery Cleaning**

**DRAPERY CLEANING — 100% PERFECT OR WE REPLACE YOUR DRAPES!**

NEW FABRIC "LIFE"

PERFECT PLEAT FOLDING

NO SHRINKAGE

EVEN HEMS

Protect your drapes... let us clean them every two years! Cleaning is guaranteed perfect, if cleanable, or we replace them. Pick-up, delivery and rehanging. Loaner drapes!

**COIT Drapery CLEANERS**

**Kennyettes List Social Events**  
Kennyettes will honor new members at a tea Wednesday from 1:30 to 4 p.m. in the home of Mrs. Golda Sutcliffe, 6102 Falcon Ave.

On Thursday the club will have its monthly benefit luncheon and card party at 11:30 a.m. in the Garden Room, Third St. and Alamitos Ave. There will be a white elephant sale and door awards. Reservation may be made with Mmes. Helen Bennett and Leona Ball.

**Claretian Social**  
Claretian Guild will sponsor a dessert luncheon at noon Wednesday in Machinist Hall, 728 Elm Ave., with visitors to the city particularly invited.

**The Broadway** LONG BEACH

**introducing the BUDGET PERMANENT**

A first-class permanent priced for the budget-minded woman. This exciting cold wave will leave your hair lively and buoyant for setting today's casual styles. Monday, Tuesday and Wednesday our stylists will assist you in individual hair designs at no additional cost when you treat yourself to this permanent. Come in with or without an appointment. The Budget Permanent! A mere **6.95** in the Broadway Long Beach Beauty Salon.

*in the local shopping center*

BELLFLOWER AT STEARNS—596-3333 or 596-6412



# Big Shopping Center Now Open At Laguna Hills Leisure World

"Gifts for everyone" signaled the gala opening today of the 120-acre shopping center at Ross W. Cortese's \$375 million, "people-over-52" community, Rossmore Leisure World at Laguna Hills. Festivities got underway with the raising of the Colors at 11 a.m. by the United States Marine Corps Color Guard from El Toro Marine air station. The ceremonies were sponsored by Laguna Hills Postmaster Eugene T. White and took place at the post office in the center.

A host of civic, community and entertainment world dignitaries joined in the opening ribbon-cutting ceremonies. These included Long Powers and Richard Mala, stars of "Bell, Book and Candle" which opens April 8 at Santa Monica Civic Auditorium.

In his remarks, Supervisor Alton Allan noted Leisure World's contribution to the growth of Orange County.



## FIRST MARKET PATRON

The first cash into the register of Alpha Beta's new supermarket at Rossmore Leisure World, Laguna Hills, is accepted from residents Mr. and Mrs. Arthur La Pierre by manager Dick Hawley (right) during the opening festivities of the new 120-acre Laguna Hills shopping center.

HUNDREDS OF Leisure World residents, as well as those from surrounding areas, which the shopping center serves, loaded themselves with gifts from the various merchants.

The new Alpha Beta supermarket held drawings for 100 free bags of choice gourmet delights with Manager Dick Hawley as host. Alpha Beta Acme, Inc., executive Arthur Lucy also officiated.

Manning's Coffee Cafe provided doughnuts, coffee and lemonade, visitors. Margaret Kinsman's Gift shop handed out free pens and date books, while Joy and Cecil Hahn of Rof's Wine and Spirits Shop treated first day shoppers to cigars, cookies and candy. Ray Doctor of the Leisure World 10-chair frontier style barbershop greeted first customers with gifts. Elinor and Skip Green's Coiffeurs gave out ladies' hair spray and held a drawing for a free hair styling.

FIRST PHASE of construction of the shopping center was launched last year. It includes the Leisure World Medical Center out-patient clinic, the 22,500 square-foot Alpha Beta Market, which was constructed at a cost in excess of \$300,000, and an 18,225-square-foot annex, serving 10 shops.

The complex in the Spanish motif is surrounded by a 10-foot colonnade. Red tiled roofs and 10-foot wide walkways are set in relief by a white plaster outer facade. An arcade, covered with exposed-beam roofing, joins the shops with the supermarket.

At one end of the complex, near the shops, opposite a bus loading point, facilities have been constructed to accommodate a comfortable outdoor display area for art exhibits. A large Spanish fountain has been constructed, set off by planters and seating finished in Spanish tile. Imported Spanish light standards accent the motif.

Now under construction with completion set for May is the Laguna Hills branch of United California Bank. Major chain stores and numerous other establishments are scheduled to be completed in the near future.

## Hillview Townhouse Units Selling Fast

Only 29 homes remain of the original 120 at Hillview Regency Townhouses in Santa Ana, but all floor plans are still available. Priced from \$17,900 and ready to move into, Hillview Regency is Santa Ana's first townhouse complex and its like living in your own park, a spokesman says.

Located on 17th St. between the Santa Ana Freeway and the Newport Freeway, Hillview Regency is located on spacious, park-like grounds with hundreds of mature orange trees and exotic tropical shrubs dotting the grounds. Gas-lit walks wind around a large, 18-hole putting course that provides a perfect setting for a home.

A BILLIARD TABLE and a

## 21% for Housing

The typical buyer of an FHA-insured home in 1964 spent 21% of his before-tax income for monthly housing expense, including mortgage payment, utility costs, maintenance, and repairs, according to the Federal Housing Administration.

# Grand Opening for Premier Homes in Huntington Beach

Premier Homes North and South in Huntington Beach is celebrating its grand opening this weekend after three successful preview weeks, reports sales agent Frank McFarland of McFarland and Matlocks, Inc. Premier will sell both new subdivisions from the one sales office and model home display adjoining the south side of Fantastic Fair.

The preview period proved to be old home week when Mr. and Mrs. George D. Fletcher of Huntington Beach came to inspect the models. Realtor McFarland had sold the Fletchers their first California home more than five years ago.

ORIGINALLY from Canada, the Fletchers now have two daughters, and their present home became too small for their needs. The Fletchers found Premier's "Colonial" four-bedroom, two-bath model to be exactly suited to their needs and especially liked

## Puff Plastic Into 'Instant Housing'

The "instant igloo" is one of the newest experimental developments in building.

The U.S. Army is experimenting with the technique of shipping barrels of liquid plastic resins to field sites, then causing them to foam chemically to 30 times their original volume. The foaming process is controlled so that the plastic takes the shape of igloo-like structures that are rigid and waterproof.

signed on a "4 Ways Better" formula, McFarland reports. "Total Convenience" kitchens require nothing additional. Double oven, range, dishwasher, disposer, paper and foil dispenser and bench-mounted mixer-blender combination are all included in the Premier purchase price.

The model home display includes a typical Russian house built from Soviet plans. Prices start at \$24,750. A variety of financing arrangements are available.

Visitors take the Bolsa Chica Road turnoff south from the San Diego Freeway to Warner Ave., and turn left to Beach Blvd. (Hwy. 39). Turn left on Beach two blocks to Terry St., and then right to the display.

# Gets Marketing Manager Post, Based in L.B.

Kenneth M. Kiel, of Los Alamitos, has been named marketing manager in Long Beach for Burroughs Corporation's electronic computer systems.

Based at Burroughs' Long Beach branch, 2198 Lakewood Blvd., Kiel will direct marketing in the area of Burroughs B5500, B200 and the new B300 series computers for business, science and industry. He comes to Long Beach from Phoenix where he held a similar post.

Graduated from Hamline University, St. Paul, with a B.S. degree in physics and mathematics, he helped to develop the radio proximity fuse at the Applied Physics Laboratory of Johns Hopkins University and was a product engineer at King-Seeley Corporation before joining Burroughs.



Mr. and Mrs. George D. Fletcher and their two daughters Lisa and Laurel are assisted in the selection of their new home by Frank H. McFarland (right) and Jack McFarland of McFarland and Matlocks, Inc., sales agent for Premier North and South in Huntington Beach. The Fletchers bought their first California home from the senior McFarland five years ago.

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NARROW YOUR SEARCH—SAVE TIME & GAS

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## HOME BUYER'S GUIDE

See the fine Home Communities approved and recommended by the California Institute of Better Living

**KTLA 5**

TODAY — 11 A.M. TO 12 NOON

<p><b>OCEANA</b> Oceanside</p> <p><b>\$11,495 — \$17,495</b></p> <p>From L.B. — South on Hiway 101 to the Mission Ave. turnoff, which is Hiway 76 — east 3 miles on Hiway 76 to El Camino Real — then south to Oceana.</p>	<p><b>LAKE ARROWHEAD</b> Home sites from \$5,990</p> <p>From L.B. — Riverside Freeway to San Bernardino turnoff — North to Highland Ave. — East on Highland to Hiway 18 — Left (North) on Hiway 18 to the Lake.</p>
<p><b>PONDEROSA</b> Placentia</p> <p><b>From \$27,500 — \$33,600</b></p> <p>From L.B. — 7th St. (Garden Grove Blvd.) to Magnolia. Turn Left on Magnolia to Riverside Freeway. East on Riverside Freeway to St. College Blvd. Turnoff—Then North to Yorba Linda Blvd. East on Yorba Linda which becomes Palm Drive to Development.</p>	<p><b>CRESTA VERDE ESTATES</b> Corona</p> <p>From L.B. — Carson to Brookhurst — North to Riverside Freeway — East on Riverside Freeway to Norco turnoff to Corona — North on Main St. to Parkridge — right, up hill to development.</p>
<p><b>FAIRWAY PARK</b></p> <p>East side of Long Beach</p> <p><b>From \$24,250</b></p> <p>From L.B. — East on Spring (Cerritos). Cross Los Alamitos Blvd. Look for models on Cerritos.</p>	<p><b>RED MILL ESTATES</b> Tustin</p> <p><b>\$32,500 — \$37,500</b></p> <p>From L.B. — Santa Ana Freeway to Red Hill turnoff (in Tustin) — North on Red Hill Ave. to Bryan Ave. — East (right) on Bryan to models.</p>
<p><b>HIGHLAND GREENS</b> Buena Park</p> <p><b>From \$15,950 to \$23,700</b></p> <p>From Long Beach—East on 7th St. (Garden Grove Blvd.) to Beach Blvd. (Hwy. 39) Turn left (North) to models.</p>	<p><b>PREMIER HOMES</b> Huntington Beach</p> <p><b>From \$24,750 — \$26,950</b></p> <p>Take Bolsa Chica Road south from the San Diego Freeway to Warner Avenue. Turn left on Warner to Beach Boulevard (Hwy. 39) and turn left on Beach to the Premier model home display, which adjoins the south side of Fantastic Fair.</p>
<p><b>HABRA HEIGHTS</b> Brea</p> <p><b>From \$17,500 to \$21,950</b></p> <p>From Long Beach—7th St. (Garden Grove Blvd.) to Magnolia in Garden Grove. Then Left to Riverside Freeway—Take Harbor Blvd. Exit North—to Central and Model Homes</p>	<p><b>SAN JUAN HILLS</b> San Juan Capistrano</p> <p><b>From \$24,950 — \$29,500</b></p> <p>From Long Beach—Take 7th St. (Garden Grove Blvd.) to Magnolia. Turn left (North) to Santa Ana Freeway to San Juan Hills in San Juan Capistrano.</p>
<p><b>ORANGEDALE</b> Corona</p> <p><b>From \$20,950</b></p> <p>From L.B. — Carson to Brookhurst, North to Riverside Freeway — East on Riverside Freeway to Lincoln turnoff in Corona — South on Lincoln to Ontario Ave. East on Taylor Ave. to models.</p>	<p><b>SUN CITY</b> Sun City, California</p> <p><b>From \$10,950</b></p> <p>Take Riverside Freeway to Highway 395 in Riverside turn right (South) 22 miles to sales office.</p>

**Hurry — only 9 left!**

## SUNSHINE HOMES LAKEWOOD

THE LAST CLOSE-IN LOCATION! When you can find a close-to-everything location with a handsome, sensibly priced 1 or 2 story home, you've got convenience and value rolled into one great buy. That's a Sunshine Home in Lakewood. Take your choice of 3 and 4 bedroom, 2 bath homes with top-of-the-line features including: wall-to-wall carpeting, modern built-in kitchen, pullman baths, 2 car garage. Plan today to move in tomorrow!

**FREE FRONT YARD LANDSCAPING BACKYARD FENCING**

from **\$26,195** full price

from **\$160** per month or a

Every Sunshine Home is backed by an ironclad 1 year written warranty!

**Driving Directions:**  
Take Central Ex. west from Pioneer Blvd. Turn north on Grady St., then west on Chadwell, follow the signs on Harvest Ave. across the temporary bridge to Sunshine Homes.

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Modern ladies-in-waiting: Mrs. Faye Stafford, Mrs. Betty Grissom, Mrs. Jo Schirra, Mrs. Barbara Young.

## ASTRONAUTS' WIVES . . .

# Their Hearts Are in the Sky

Betty Grissom and Barbara Young, two suburban Houston housewives can only wait, keep things going as usual—and perhaps pray quietly. It is their men who are involved. Their men who will be shot into space. The fathers of their children who, while the world waits, must risk their lives as a step to the moon.

What do they think about their husbands, astronauts Virgil I. Grissom and John Young?

It is less difficult for Jo Schirra, wife of astronaut Wally Schirra and Faye Stafford, wife of astronaut Tom Stafford. Their husbands will be "back-up pilots" for Project Gemini. But they, too, savor that special feeling about their husbands.

**HOW DO they react?** Here are the stories as told by the wives:

**Betty Grissom**—"The mission is an important one because it'll be the first time the U.S. has sent two men in the same spacecraft and we hope to learn a lot about how they work together in space. But it'll be important to Gus, too.

"He'll be the first American ever to enter space twice. (He made the second sub-orbital flight, the one after Alan Shepard's trip through space). Our sons,

Mark and Scott will stay home from school that day and I hope they'll even have a few minutes to work on their home work. In all the excitement of the mission, sometimes you can't forget how much we need Gus around here—to help Scottie with his algebra.

"That's what's always absorbed Gus, flying and mathematics. In fact, he went into the Air Force during World War II hoping to become a pilot, but they had such a backlog then that he never made it to pilot-training school. It was almost six more years before he finally won his wings . . .

**BARBARA Young**—"John fits the conception of an astronaut, as most people see them, just like a fist fits in a gear box. For one thing, he dislikes "roughing it." He isn't about to go camping out, lying around in jungles for the unadulterated joy of it, unless the government sends him there. (The government did send Young to the jungles in Panama as a part of the training program for the Project Gemini mission.) "John," says his wife, "is the type of man who likes to take his pleasures in the warmth of his own home. "For another thing," she quips, "John is mechanical

the way Jerry Lewis is contemplative. In other words, he's just about the least mechanically-minded man you could know. My electric mixer in the kitchen needs a new cord. Well, I am not about to put a new cord on, but John doesn't even know how to open up the mixer to figure out where the cord goes in.

"It isn't that he isn't capable of understanding these things, he can tell you anything about the theory and design of aircraft and rockets. But he isn't about to put a wrench to the task of building one. "John," she says, "is an amusing bundle of such contradictions. He has a deep, probing, even creative intelligence, but he just doesn't think about fixing things around the house."

**JO SCHIRRA**—"Wally Schirra has a wry, articulate wit and a great zest for life. Several weeks ago, a sleek Maserati caught his fancy. He bought it as a bargain. This particular sports car looks like something James Bond might drive. It's got everything Wally could want but an ejection seat for his wife. "One of the wonderful things about life with Wally is that you never quite know what's going to happen next. I began learning

about him when I met him at the Army-Navy club in Washington in 1945, shortly after he had graduated from the Naval Academy.

**FAYE STAFFORD**—"We have barbells in the bedroom, a machine that shakes the weight off you in the bathroom and a daughter who envies the man who runs a filling station. That envy developed out of Tom's new job on the Gemini project. In his first year on the job I kept a diary in a little green book and it shows Tom was away from home about 285 days of the year. It's gotten worse as the time for the mission grows near. So Dianne, our 10-year-old, came in the other day and told us excitedly about the friend whose father runs the filling station . . . He's never away from home at night."

## DEAR MRS. MAYFIELD

# Patience Might Help

**DEAR MRS. MAYFIELD:** We were happily married 20 years until my husband acquired a service station. There is a convenient bar across the street and he started coming home late smelling of beer. He finally admitted there was a 22-year-old girl he was seeing. She is married and has a child but her husband is overseas. About six months ago my husband left me.

He soon started calling me, seeing me and wanted to come back home. Well, he's back now, although we do not live as man and wife (his idea, not mine). I don't think he is seeing this girl, but nothing I do pleases him. He is very picky and has again threatened to leave.

Shall I just be patient? Ordinarily, he's very kind and considerate and I do love him very much.—L. M.

**DEAR L. M.:**

Since he was a good husband for 20 years, I think it's worth a try to ride this out for a while. Perhaps a talk with your doctor or minister might encourage you. One of them might even talk to your husband.

In the meantime, be as pleasant and cheerful as you can with him but don't bend over backward trying to please him. Just be yourself, as you have been for 20 years. The fact that he wanted to come back means something and I believe he will get over this before long. Keep busy and try not to be too unhappy.

**DEAR MRS. MAYFIELD:** You are always giving advice to wives whose husbands are giving them a rough time. What advice would you give a man whose wife doesn't appreciate anything?

She has a nice home, her name on the checkbook, nice furniture, nice clothes, a car of her own, a job and a husband who helps with the housework and children.

He fixes breakfast, does dishes occasionally, helps get the kids dressed, does not smoke, stop at a bar before coming home or chase women. If she wants something, all she has to do is to mention it. Still she shows no appreciation.

She is 24, he is 26. What more can a man do? —GOOD HUSBAND.

**DEAR GOOD HUSBAND:**

You sound like a right kind of husband and I know the world isn't full of the likes of you, but what do you mean by "no appreciation?"

I presume she fixes dinner, does dishes occasionally, helps dress the kids, doesn't stop at a bar or chase men. Maybe she smokes? You have a nice home, name on the check book, nice furniture and clothes, a car and a job, also.

I'd say you two have a good working arrangement and neither of you is obli-

'Guam Shells' Shown at Meet

Agassiz Nature Club will see an exhibition and hear a discussion on "Shells from Guam" at 7:30 p.m. Tuesday in the Garden Room, 909 E. Third St. Presenting the program will be Margaret and Elizabeth Byrkit. The public is welcome.

## PRIME RIBS

**\$1.95 on the dinner**  
Hard to believe? It's true! The Tenderloin Restaurant, 4363 Atlantic Ave., L.B., now serves Choice Prime Rib at this unbelievable price. Visit us soon and become a believer.

## SALON SAVINGS



**SHAMPOO-SET**  
with 5 week  
rinse \$5

**\$20 COLD WAVE**  
with protein  
treatment 9.95

**BUDGET PERM**  
**\$6.95**

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**Walker's**  
the friendly store of Long Beach

## August Wedding Date Named by Alice Elliot

An August 14 wedding date has been chosen by Alice Erwin Elliott and Eric Randolph Van de Water. Their engagement has been announced by her parents, Mr. and Mrs. Sidney N. Elliott of Long Beach.

The bride-elect was graduated from Cal State at Long Beach where she was a member of Delta Gamma and Little Sister of Minerva. She was also represented in the Who's Who in American Colleges and Universities.

Her fiance, son of Mr. and Mrs. Charles F. Van de Water, also of Long Beach, was graduated from UC at Berkeley where he was affiliated with Beta Theta Pi, Phi Beta Kappa and Varsity Crew. He is now attending UCLA Law School.

## Offer European Tour to Assisteens

Invitations to participate in the first National Assisteens Tour of Europe are being mailed this week to more than 700 Assisteens of National Assistance League.

Thirty girls from the auxiliaries in 19 Assistance League Chapters from Southern California to Colorado will be selected on a first come-first served basis before the April 15 application deadline.

The tour will leave Los Angeles July 14 and travel for six weeks in England, Holland, Germany, Austria, Italy, Switzerland and France. Mr. and Mrs. Mel Caines of Pasadena are tour directors.

**COLONIAL DAMES\***  
HORMONE CREAM  
NEW BEAUTY IN 10 DAYS  
NOW . . .  
2.00 PLUS TAX  
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Now—9 out of 10 women respond to the beauty magic of estrogen, with a fresher, smoother complexion. Yes! In just 10 days you can enjoy long-lasting deep beauty with Colonial Dames Hormone Cream.

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SAVE ON CUSTOM DESIGNED  
DIAMOND MOUNTINGS

is her  
Jewelry  
like  
"the  
old  
shoe"

Much as she may love her diamonds, every woman wants them to look their very best. If her jewelry is outdated, worn as the proverbial "old shoe" . . . see our superb modern settings and select a new style for her today. She'll never forget your thoughtfulness.

PRICES START AT 21.50

There is no obligation for estimates  
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HELD OVER! MONDAY ONLY!  
FORCED LIQUIDATION STOCK  
FROM PACIFIC COAST FUR CO.

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**MINK**

AND OTHER FINE FURS  
MONDAY ONLY!!!  
BELOW ORIGINAL  
WHOLESALE COST

this is the stock from one of the finest wholesale dept.  
store fur concessionaires who was forced, by court  
order, to auction their furs to pay their creditors. Our  
representative purchased 155 furs, of which we are able  
to offer 84 units at less than their cost.

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last Thurs.,  
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**THE FOLLOWING FURS WERE ADVERTISED LAST THURS., FRI., SAT.**  
**ALL UNSOLD FURS FROM THIS GROUP . . . "BELOW WHOLESALE," MONDAY.**

33 NATURAL MINK CAPES AND STOLES	6 NATURAL MINK AND MARTEN SCARFS
10 NATURAL FOX CAPES, JACKETS, STOLES	9 DYED JAPANESE MINK BOAS
12 DYED JAPANESE MINK CAPES AND STOLES	5 DYED FLANK MUSKRAT JACKETS, MINK TRIM
7 FINEST DYED SQUIRREL CAPES AND STOLES	1 DYED, SHEARED BEAVER JACKET, MINK COLLAR
1 DYED CANADIAN ERMINE JACKET	

Imported furs labeled to show country of origin. Hrs. plus tax

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★ If you are 52, or over...

# FREEDOM is yours for only \$174<sup>50</sup> a month



**FREEDOM TO RELAX.** Enjoy yourself. In the privacy of your own patio or around the Leisure World's Olympic-size pool, life is idyllic with friends and congenial companions.



**FREEDOM TO PLAY.** A magnificent 18-hole (5800 yard) golf course, located adjacent to manors, is now being played and enjoyed daily by Leisure World, Laguna Hills residents.

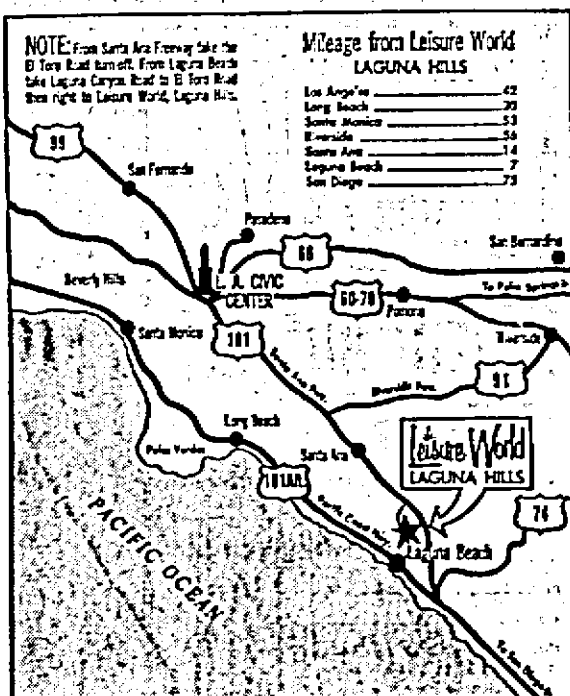
★ 18,728 Leisure World residents MUST be right!

Check Laguna Hills Leisure World location on this map. Drive out this weekend. See for yourself the wonderful way of Leisure World living!

\*These benefits apply to pre-existing medical conditions after six months. During this six month waiting period, residents with pre-existing conditions that require medical attention will receive it, but they will be required to pay for such services during this time. Residents requiring medical services arising from non-pre-existing conditions receive full benefits from the day they occupy.

The memberships offered for sale here are subject to a selling expense not to exceed 10% of the amount received in cash on account of the selling price thereof. Included in down payment is \$335-\$515 for a membership which, together with execution of the occupancy agreement, entitles you to occupy your apartment.

Each Mutual Housing Corporation Covered by FHA-Insured Financing at 5 1/4%  
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➡ **NOWHERE ELSE** will you find all this for **ONE** low monthly payment...

★ Luxury Manor Living ★ Principal ★ Interest ★ Taxes ★ Complete Exterior maintenance ★ 80%\* of the total cost of ALL calls at the doctor's office, In-home nursing calls, Hospitalization and Surgery at the Leisure World hospital and Christian Science Practitioner fees ★ Complete replacement of all major appliances ★ Enjoyment of community facilities: 18-hole golf course, Olympic-size pool, stable of fine riding horses, championship tennis courts, \$750,000 club house, game rooms, billiards, shuffleboard, lawn bowling, Roque, adult education classes, sewing rooms, ceramics, woodworking shops, art studios  
★ 120-acre Shopping Center ★ Intra-community transportation  
★ 24-hour guard security attendants ★ All-electric kitchens ★ Laundry facilities.

Unit No. 8 NOW Open!

#### 1-BEDROOM

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Monthly Payment as low as \$145.00

#### 2-BEDROOM

Average Down Payment \$1488.00  
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NOTE: Monthly payments subject to modification in the event of an increase in the cost of living.

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Mr. William G. Bringham, President  
New Horizons, Inc., Rossmoor Leisure World  
Laguna Hills, California Sept. 17-321

YES, I would like complete information about the \$375,000, 000 Rossmoor Laguna Hills Leisure World. Please send me a copy of the free 24-page "New Way of Life" magazine.

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This beautiful magazine tells you the complete Leisure World Story.



# 'Motion' Concert at LBCC

The "Theater of Motion" comes to the Long Beach City College Auditorium at 8:30 p.m. Saturday in a modern dance concert directed by Judith Aston of the City College faculty and sponsored by the LBCC Viking Band.

Saturday night's program will feature a group of present and former UCLA students who have performed together during the past four years in the Los Angeles area.

Choreographers and principal dancers are Miss Aston, Dawn Steadman, Lee Teed and Gail Ziferstein. Other dancers will be Lana Goodman, Alan Gering, Victor Paddock and Karen Kudushin, who is also stage manager. Musical effects will be provided by Ellen and Rick Sinatra and Joseph Byrd.

INCLUDED in the program are nine dance numbers, ranging from comedy, parody and "theater pieces" to abstract movements and a solo dance based on a Japanese poem.

Currently doing the choreography for LBCC's forthcoming production of Offenbach's "La Perichole," Miss Aston has previously been dance director and choreographer for other college drama and opera productions. She is now working on the development of a dance production workshop for City College students next year.

MEMBERS of the Viking Band and students in LBCC dance classes are assisting in production and staging of the dance concert. Tickets will be available this week at the college banker's office, 4901 E. Carson Street, and at the box office Saturday night.



PRIMA BALLERINA Maria Tallchief will be guest artist for the two premiere performances of the new resident company, Ballet of Los Angeles, at the Music Center Saturday evening and next Sunday afternoon.

## Ballet to Debut in Music Center

Maria Tallchief and Allegra Kent, stars of the New York City Ballet, head the roster of principal dancers who will perform with Ballet of Los Angeles, new resident company which will debut in the Music Center Saturday at 8:30 p.m. and next Sunday at 2 p.m.

Two principal male soloists also are on loan from the New York Ballet, Conrad Ludlow and Kent Stowell.

### First Tour for Stanford Choir

The 50-voice Stanford University Men's Glee Club, accompanied by the 20-piece Red Vest band, will make the first tour ever undertaken by a Stanford musical group Monday through Saturday. One of the six stops on the 1,200 mile route will be at Costa Mesa where the Orange County Stanford Club will sponsor a concert Thursday at 8:30 p.m. in Orange Coast College Auditorium.

### On Stage---

- COMMUNITY PLAYHOUSE, 5821 E. Anaheim St., Skyline 7-7535, Thursday, 8:30 p.m. Friday, Saturday, through April 10.
- COMPTON LITTLE THEATER, 123 N. Rose Ave., Compton, 531-1111, Thursday, 8:30 p.m. Friday, Saturday, through April 10.
- DOWNEY THEATER CLUB, 12145 Woodruff Ave., Downey, 595-1111, Thursday, Sunday, 8:30 p.m. Friday, Saturday, closing.
- MAGNOLIA THEATER, 2400 Magnolia Ave., "A Thousand Clowns," 8 p.m. Thursday, Sunday, 8:30 p.m. Friday, Saturday, closing.
- OFF-BROADWAY THEATER, 211 Line Ave., "The Male," "The Tiger," 8:30 p.m. Friday through Sunday, through April 26.
- PALOS VERDES PLAYERS, 2514 Via Tejon, Palos Verdes Plaza, "Dial M for Murder," 8:30 p.m. Friday, Saturday, through April 2.
- PERFORMANCE PLAYHOUSE, 124 Main St., Seal Beach, "Hush in Your Eye," 8:30 p.m. Friday, Saturday, through April 10.
- STATE COLLEGE, Little Theater, "The Firebird," 10 a.m., 2 p.m., 8:30 p.m. Saturday closing.
- TUSTIN PLAYHOUSE, 340 D. St., Tustin, "Cheaper by the Dozen," Friday, Saturday, closing.

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Director of Vivian Woodard's Make-Up Studio invites you to be her guest... to a free professional make-up analysis. Every day fashionable women with an awareness of the chic and the smart are hearing and reading about Vivian Woodard... its unusual cosmetics... and its enviable techniques. Which is why we have introduced discerning women throughout the Long Beach area to the wonderful world of Vivian Woodard cosmetics... and to our exclusive personal service.

Your face... for the first time in your life you'll see it as professional make-up artists see it. You'll be shown the secret techniques of camera close-up perfection... how to make-up to play-up your individual beauty... to dramatize your eyes... glorify your lips... and learn the art of facial contouring... with new ways to vitalize your face with a Bridal Veil of Moisture. Vivian Woodard's are the only cosmetics line enough to earn the exclusive endorsement of the Society of Make-Up Artists—the experts and cosmetic style setters for TV, Stage, and Motion Pictures!

Call "LADY BETH," our distinguished Vivian Woodard Make-Up director today! and tell her you would like to participate in her free Fascinating Make-Up classes. And you'll also receive as a complimentary gift, an exciting Vivian Woodard boutique lipstick.

Call 438-0144 Today! Visit our beautiful new studio at 4024 E. Anaheim, Long Beach

# Children Make 'Friends Through Art'

By ELISE EMERY Arts Page Editor

Emphasis is on young artists during March as Children's Art Month is marked nationally.

All junior and senior high schools in Long Beach are represented in the "Friends Through Art" exhibit which will hang in Hicks Gallery at Polytechnic High School through April 2.

The exhibit is a project of the International Junior Red Cross and includes paintings and drawings by students across the United States and in Australia, Greece, Poland, Canada, Thailand, Japan, France and Germany.

Since the purpose of the show is to help youngsters understand how people live in other cities and countries, the subjects are mostly environmental, depicting hobbies, games, work, homes and countryside.

At the conclusion of the display here, a panel of art teachers will choose about a dozen of the paintings by Long Beach children to join the touring exhibit.

Hicks Gallery is open from 11 a.m. to 12:30 p.m. Mondays through Fridays and from 7 to 9 p.m. Thursdays.

LONG BEACH elementary school children also are well represented by their work this month. Several hundred of their paintings are being displayed at the Main Library in Lincoln Park and at 10 branch libraries.

The young artists used whatever medium suited them—poster paint, charcoal, crayon, yarn and burlap. There are a number of collages and at Bay Shore Branch is a complete set of characters from Frances Burnett's perennial favorite, "The Secret Garden." They are made from grocery bags.

In addition to many pictures, Alamitos Branch is displaying two pieces of paper sculpture, a Spanish dancer and a ball player—obviously a Dodger.

JUROR Curt Opliger chose a bronze sculpture,

"The City," by Dr. Howard G. Hitchcock for the \$100 cash award in Long Beach Art Association's March show in its gallery, 800 E. Ocean Blvd.

In addition to this "most outstanding" award, the work won first in sculpture. Second best, an oil by Lea Spring, won \$50 and also first place in oils. Third best, with a prize of \$25, went to Bill Sprater for an oil which also took second in oils.

Other first place winners were Marion Cummings, water base; Aline Thistlethwaite, graphics; and Dorothy Marshall, mixed media.

PAINTINGS by Richard Diebenkorn will hang in the Pavilion Gallery, 400 Main St., Balboa, through April 17.

This retrospective show is installed in chronological order, permitting the viewer to follow the development of the artist's style.

Diebenkorn has the reputation of being one of the most outstanding living artists in the western United States and was established as an abstract expressionist

before he was 30. He says he now "paints what I feel without being bound by style or subject matter."

GALLERY hours are 1 to 5 p.m. Wednesdays through Sundays.

LOCAL ARTISTS are represented at the 11th annual drawing and small sculpture show at Ball State University, Muncie, Ind. Dr. Eugene Wallin of Long Beach State College art department has an ink drawing, Bob Click of Manhattan Beach is showing two pencil drawings, and D. William Bowen of Seal Beach is displaying a charcoal drawing. The 218 pieces in the show are by artists from 30 states.

Henry Evjenth and John H. Nyquist, both of Long Beach, have exhibits in the California Crafts IV 1965 Invitational. This is the fourth biennial statewide show sponsored by the Creative Arts League of Sacramento in cooperation with the E. B. Crocker Art Gallery. The exhibit, to further recognition of designer craftsmen, will be on view in the Sacramento gallery through April 25.

continue through April 2 at USC's School of Architecture and Fine Arts, 823 Exposition Blvd.

A recent gift to USC from Dr. Hammer, president of Occidental Petroleum Corp., the collection is composed of 52 paintings from the Renaissance to the end of the 19th century.

Assembled over a 40-year period, the collection includes works by Rembrandt, Hals, Rubens, van Dyke, Jan Breughel the Elder and Pieter de Hooch, Terboch and other English, Dutch, Flemish and German masters.

Because of widespread interest in this show, the gallery will be open from noon to 5 p.m. seven days a week.

## 'Art in Continuation' Marked by Contrasts

By VIRGINIA LADDEY

"Art in Continuation," paintings by Fran Soldini, covers the walls of the Naples Arts Gallery, 5608 E. Second St. where it will remain through April 2. The gallery is open from 9 a.m. to 6 p.m. Mondays through Saturdays.

The exhibit has many interesting aspects. Primarily, it is the work itself which is masterful, yet exploratory. The works range from a bold, untutored painterliness in 1939 to the present subtleties.

IT WOULD be difficult to identify a Soldini style, for each subject has its own demands and values for her. For example, there is a very specific environment in the watercolor "Pour Nous Deux"—an iron table and chairs in a room looking out onto a patio—all in heliotrope and fresh light. On an adjoining wall is "World of the Bird" in casein which swings through planes of unseen substance.

ANOTHER interesting aspect is that all works in the show, with three exceptions, are loaned by local collectors. Still another is Mrs. Soldini herself, a colorful figure on the local art scene to whom so many have gone for lessons in her "houseboat atelier." From these, mostly beginners, she has elicited poetic and bold expressions, and a sense of color and materials that is unique.

AMONG some of the most intriguing pieces is "Fun Zone" of 1942 (loaned by the Emmett Sullivan) which is strikingly three-dimensional. The dynamic serpentine of the roller coaster looms up in the background, other amusements are in mid-ground, and the foreground is a beach, tightly packed with humanity. This is quite a contrast to "Metamorphosis," a horizontal encaustic in which an amorphous presence tries to break through a veil, all stated in two dimensions.

Soldini practices the kind of magic that derives from the inner and outer worlds, and a personal flexibility of style based on strong principles.



MARNI NIXON will join the Liberace 25th anniversary show March 30 to April 4 at Melodyland Theater, Anaheim. An adroit comedienne and fine dramatic actress, she is known as the singing voice for Natalie Wood in "West Side Story" and Deborah Kerr in "The King and I." She made her live motion picture debut in "The Sound of Music" as one of nuns, Sister Sophia.

LAKEWOOD artist Evelyn Delight Carpenter has 18 oil paintings at the Freeman Gallery, 3535 N. Verdugo Road, Montrose. They hang through April 10.

CARLOS LOPEZ-RUIZ will demonstrate both palette knife and brush technique for members of Lakewood Art Association Thursday at 7:30 p.m. in Mayfair Park Clubhouse.

Ruiz was born in Bogota, Columbia, and was illustrator and caricaturist for newspapers there before coming to this country in 1953 with a scholarship to Corcoran Art School in Washington, D.C. Later he studied and exhibited in Mexico. His work is in many private California collections.

A SAN FRANCISCO potter, known simply as St. John, has an exhibit at the Press Gallery, 3423 E. Broadway through April 15. Hours are 10:30 a.m. to 5:30 p.m. Mondays through Saturdays.

PUBLIC SHOWINGS of the million dollar Armand Hammer art collection will

## Folk Dance Festival Set at Shrine

Nearly 1,000 dancers, singers and musicians will stage the 18th annual International Folk Dance Festival Saturday at 8:30 p.m. in Shrine Auditorium. Lloyd Nolan, stage and screen star, will narrate the two-and-a-half hour program which will bring together lively folk arts from five continents.

The numerous acts include hypnotic drum dancers from Ghana, a voodoo seance from Haiti, dancers from Indonesia, Cossack and Greek dancers, the Nina Ivanova Ballet Russe, the Gandy Dancers from Romania and Hungary and the Lotus Dancers from San Francisco's Chinatown.

AMERICA'S grass roots folklore is featured with a long roster of groups and stars. Other dancers will perform the fads of the 1960s from the shimmy to the swim.

The 100-voice Ventura College Choir will be joined by the college's band in performing folk songs from around the world.

Tickets are on sale at Mutual and Liberty ticket agencies and at Southern California Music Company, 637 S. Hill St., Los Angeles.

## 'Righteous' Robert Shaw to Conduct L.A. Chorale

When the Righteous Brothers open their single performance show today at 2 p.m. in Municipal Auditorium, the pair will share the spotlight with the Dixie-cups, the five Beau Brummels, Glen Campbell, Bobby Goldsboro and the Fugitives.

The Righteous Brothers, who aren't really brothers, are William Thomas Medley of Los Angeles and Robert Lee Hatfield of Anaheim. Each is 26. Last January the two made a five-day action packed visit to London and in Great Britain their record album sales are competing with the Beatles.

THEIR CONCERTS and television dates in London came about after the Righteous Brothers appeared with the Beatles in their first live American concert at Washington Coliseum and a subsequent one-month tour of this country in the summer of 1964.

Tickets are available at the Music Center, all Mutual Agencies and all offices of the Automobile Club of Southern California.

### Superfluous Hair

Scientifically and Permanently Removed

Laura Scott Fries, R. E. Member of Electrologist Association of California

HE 6-9841 BEAUTY STUDIO

Consultation without charge

**Buffum**

### Piano Recital

Miss Jennie Wong, music lecturer at Long Beach State College, will play a free piano recital Wednesday at 2 p.m. in the Little Theater. She taught in Hong Kong for 15 years and for eight years gave piano recitals on government broadcasts from that city. Currently she is a fulltime faculty member at Biola College and part time teacher at LBSC.

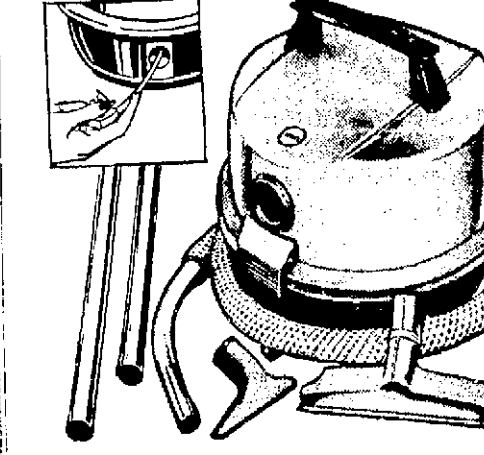


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- FREE Balloons for the Kiddies
- FREE Home Demonstration

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Sears Low, Low Price **\$17**

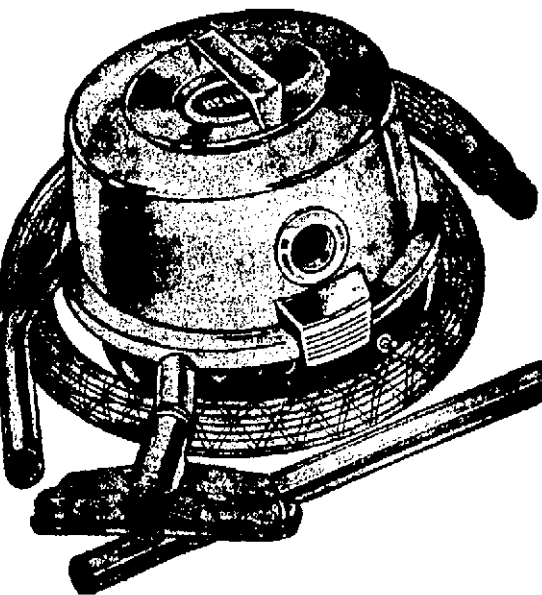
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  - Strong dirt-pulling motor with handy disposable paper dust bags
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ALL ROADS LEAD TO SEARS SOUTHERN CALIFORNIA STORES

## One Day SALE

Monday, March 22nd



**Kenmore Cord-Reel Model Vacuum Cleaner**

Sears Low, Low Price **\$27**

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  - Lightweight, easy-to-carry and store
  - Complete set of cleaning attachments
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## Here Are the Astronauts' Wives

What do the Earthbound wives of our spacemen think, feel, do—while their men orbit the globe?

For the answers, plus an intimate glimpse into the homelives of our astronauts, see story page W-5.

In it, the women whose husbands will crew the first U.S. two-man Gemini flight (scheduled Tuesday) candidly tell of their roles as spacemen's wives—give wifely views of their men.

Mrs. Virgil (Betty) Grissom, upper left, and Mrs. John (Barbara) Young, lower left, are the wives of the two astronauts who will actually orbit the Earth together three times next week.

Mrs. Thomas (Faye) Stafford, upper right, and Mrs. Walter (Jo) Schirra, lower right, are the wives of the back-up crew which trains and prepares for the flight in event of emergency.

Next week the world will share the hopes and dreams of all four.

## Women and TRAVEL

INDEPENDENT-Press-Telegram

LONG BEACH 12, CALIF., SUNDAY, MARCH 21, 1965 SECTION W



### 'Checking In' for City Housecleaning

Long Beach's City Beautification Committee—that busy group of beautifying Carrie Nations organized by the distaff side of the local Chamber of Commerce—have just received some new support . . . the kind that doesn't grow on trees but helps buy them . . . from local organizations. Above, on a tour of areas under fire in the committee's war against ugliness, are Mrs. Robert C. Westmyer (far left) vice-chairman, Year of Beauty committee, with (from left) Mrs. Arthur V. Hoyer, past president, Women's Architectural League, which group contributed \$1,250; Dick Prior, president of AIA, donor of \$750; and L. H. Showalter, president, Clearinghouse Association and chairman of the Year of Beauty financial committee. The Clearinghouse Association donated \$1,000 to the program.

Grandmother cleaned by the calendar. If modern mamas do the same, now's the time for the big mop-up. For . . .

## Oops, It's Spring!



CLAD IN housewifery uniform of moderns—(wrinkle-free capris)—Mrs. Jack Westland shoos her in-schools (Tiger, 7; Tyler Sue, 4 and Grant, 5) out doors and prepares to tackle day's chores with "help" of baby Holden, 21 months.

By MARY NETH

Spring is the traditional time for housewives to spring into action—attack household dust, dirt, clutter with fanatic fervor.

At least it used to be. In days of yore, mustached papas knew better than to hang around the house when blossoms began to pop out on the trees.

Home was transformed into a stripped-to-the-bone battle ground.

Mom, kerchief tied to her head, raged through the rooms with a no-nonsense gleam in her eye—dragging sofas out from the wall, yanking down draperies, pulling up rugs.

Today, rug beaters and feather dusters are passe—homes are automated.

DOES THIS mean spring housecleaning is on the wane?

We polled three local housewives on the question and came up with a two-to-one majority who agreed it was—but definitely!

Said Mrs. Bob McNaughton, part-time vocalist and mother of two: "In California there's really no spring . . . certainly no storm windows to take down; no winter dust to wipe up from window sills. I just touch-up as necessary."

Mrs. Jack Enlow, Women's C of C member and mother of two tiny tots, recalls that in Colorado, "mother always spring cleaned," adding she'd never thought about it—until now. Mrs. Enlow believes the wane must be due to "the impact of automation."

MRS. JACK Westland, only young married to say "I do" to spring housecleaning—allowed as how she uses the pre-summer vacation period to sort closets, re-paint and decorate. (She also gives the house a double check just before the winter holidays.)

An example of modern housewifely

efficiency, Mrs. Westland's home in College Estates is ALWAYS neat as a pin.

With four children ranging in age from 21 months to seven years, she still has time to paint portraits, attend meetings and she never worries about unexpected company dropping in.

How does she do it?

Here's her secret formula:

1. Start early. ("If you coffee-break before you begin—something always happens: the phone rings, someone comes by—you never finish.")
2. Work from front to back. ("I pick-up and straighten front room, den and kitchen, first of all. It relieves the tension—I know I won't be caught with my ashtrays overflowing.")
3. Keep to a schedule. ("I don't stick to one fanatically, but I'd never get a thing accomplished if I didn't have a system in mind.")

OTHER SUGGESTIONS from this top-flight housewife on how to clean house and like it:

Don't marry young. "I think the secret to being satisfied with the housewife's lot is to have already had a career," says Mrs. Westland, who married at 25 following 10 years of professional nursing and a year as an overseas airline hostess.

For tips on how to brighten-up your cleaning, see box story. For prediction of housecleaning in the future, see story page W-3.



Photos by KENT HENDERSON

SHE LOVES to housekeep—that's the word from blonde, vivacious Mrs. Westland.

## Hate Housework?

### . . . Clean-Up With Short Cuts

Spring may no longer be the time for the big clean-up, but it's a perfect time to re-evaluate your housekeeping, polish-up on efficiency.

If you're not like Mrs. Westland, a woman who likes to keep house, all the more need to tackle the job with dispatch.

So—streamline. Choose easy-to-care furnishings and fabrics. Eliminate dust-catching ornaments and knick-knacks. Pack away everything that's not being used.

Next, sit down and make a plan. List all that must be done—and how often. Then, make out a schedule of daily tasks, weekly tasks and monthly or odd-interval tasks.

For example, once a week plan to really tackle one room—shine windows, wax floors, clean closets. Monthly tasks might include cleaning blinds, polishing furniture.

Most important, take advantage of all the time and energy-saving equipment on the market. Try cleaning agents which work without rinsing or drying; polishes that clean as they polish, etc.

AS TO perking-up with

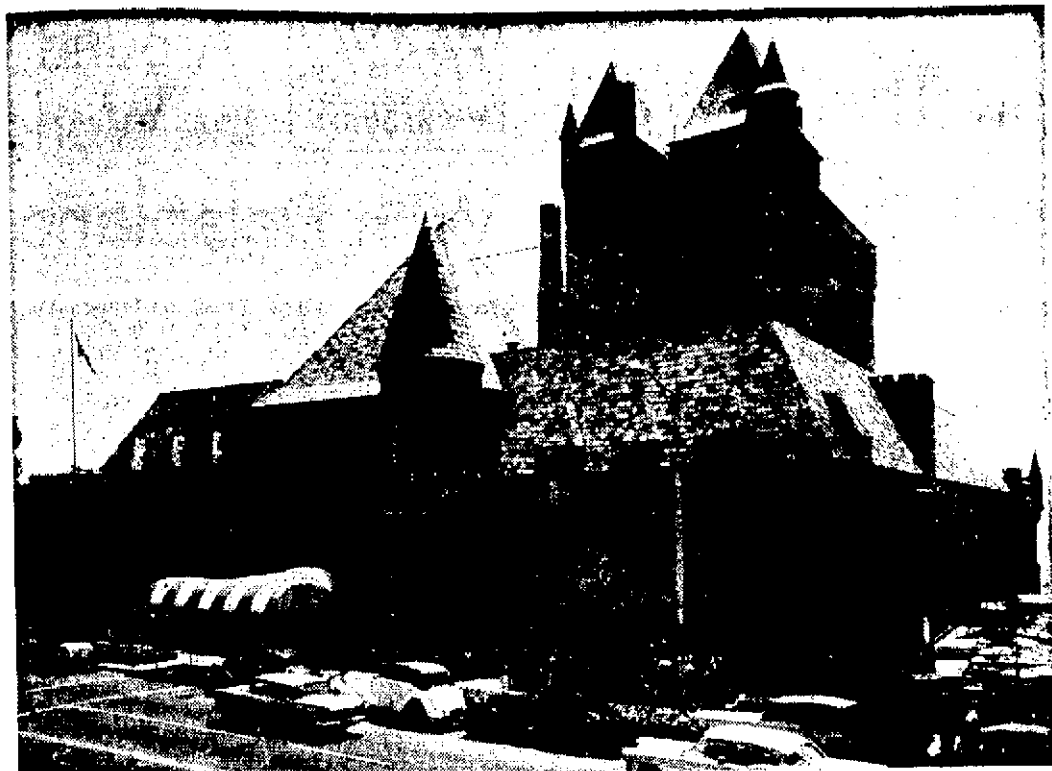
paint, here are some clever tricks:

- Use HOT vinegar on glass to remove dabs of paint. It's quicker than scraping with a razor—safer, too.
- Don't shudder when it comes to painting louvered shutters. Put on a pair of rubber gloves and paint with a sponge the size of a bar of soap.
- When painting closet or bookcase shelves, drive two narrow nails into each end of shelf, letting them extend an inch or so. Then paint both sides and prop shelf against wall to dry.



ON SCHEDULE — she's at her easel by noon. Cleaning takes only morning hours for this efficient Mrs.





Turrets raised to sky, Pacific Coast Club's castle-like architecture is dramatic skyline edifice.

# A Castle on the Pacific

"You'll find your castle in Spain through your window pane, back in your own back yard. Your happiness lies right under your eyes, back in your own back yard." — song lyrics

By IOLA MASTERSON  
I. P.T. Society Editor

"You can search the world over and no where will you find a more ideally situated downtown social and athletic club than Pacific Coast Club."

That is the opinion of Manager John Nansen. He speaks with the authority of a man trained in Europe who has had 31 years experience in private club and hotel management abroad and the U.S.

This turreted clubhouse with its rich medieval architecture became the most imposing structure on our skyline in 1926. To this day it remains one of the city's most dramatic ocean front buildings.

As a teen-ager I first knew the club in the early '30s. With nostalgia, I note it will celebrate its 39th anniversary next Saturday with a gala dinner dance.

IT TOOK big dreams and great daring to undertake this \$2 million construction project in 1923.

How did it happen? I talked to PCC's charter president, David M. Smith, who served in that capacity from 1923 to 1927. Now retired and living with his wife, "Billie," in a hideaway in the hills of Vista, Smith chuckled when I telephoned to ask for some memoirs.

He said I'd caught him unawares; he'd been out in his orchard doing a little pruning.

Tresslar, Charles H. Tucker.

The club remains a center of this city's social life. It is, for instance, headquarters for Long Beach Junior League, which has a smartly appointed office and conference room there, as well as the Bachelors' Club, which has penthouse quarters.

Says Barbara (Mrs. Robert E.) Ivey, past vice president and director of the league office: "We love it. It's great. It's a case of mutual admiration, I think. The staff is so accommodating we really feel at home."

AS AN athletic club, it has top-ranked facilities. A \$45,000 sauna bath is a comparatively recent installation adjacent to the men's steam room. Jack Hammond (member of Virginia and recent PCC guest) said, "that sauna is the best I've ever used."

A man masseur and a woman masseuse, both highly trained, are on staff.

Another new improvement is a vastly enlarged 120-car capacity parking area.

Long time favorite is an indoor 25-yard regulation size racing pool. Athletic director Ted Ackel says it is perfect for serious racing swimmers or those who just like to take a lazy dip. He ought to know. He is assistant coach for USC's national champion swim team.

Ted says the sound of handballs being whacked on the club's three courts is constant from morning until night. Lots of times late at night.

And age doesn't count — there's something for everyone. According to Audrey Share, dance studio owner who also conducts physical

fitness and dancing classes at PCC, proof positive can be found in 85-year-old Mrs. Walter Armstrong. Mrs. Armstrong, small, trim, energetic and sparkly eyed, participates in gym workouts every other day.

In fact, she sold her home and moved to the Royal Palms to be closer for regular attendance.

FOR THE traveling person, one of the most valuable assets in membership is the courtesy privileges extended by affiliated private clubs throughout the country and the world.

One last look back—and ahead. If next Saturday's anniversary proves as popular with the 1,400-membership as the club's opening, it will have to be given on five separate nights. That's how many "opening night" parties it took to accommodate the premier throngs, David Smith told me. "Wore all of us officers and our wives out," he remembered.



Summer fun—a surfside date.

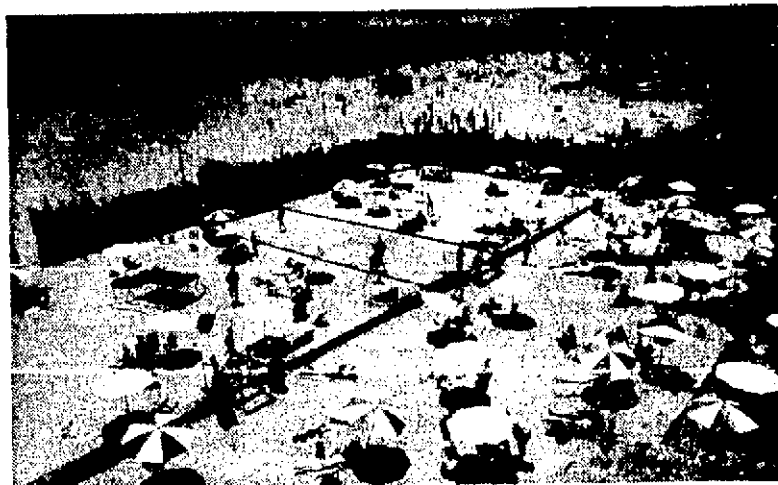
Photos from files of Pacific Coast Club



For athletes strong and bold.



Some prefer shuffling to shuffleboard.



For sun worshippers, sheltered private beach a sand's-skip from ocean.

## Who Manages the Money in Your Family?

Who makes decisions in the family? That's a subject of endless fascination—for social scientists as well as for husbands and wives.

Each year there's a new crop of surveys and research reports on household decision-making. Many of these studies, however, focus on the question of power distribution within the family.

A different approach was taken by James N. Morgan of the University of Michigan's Survey Research Center. Dr. Morgan was interested mainly in testing a survey method aimed at measuring how well husbands and wives understood each other's financial plans and goals, and to what extent those plans are carried

out. The study was supported by a grant from the Institute of Life Insurance, as part of its program of basic research on the American family.

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The sample of married couples was interviewed at six-month intervals. In a preliminary report on this pilot study, Dr. Morgan concludes that it appears difficult to make broad generalizations about the way families arrive at economic decisions. It's even more difficult to correlate the decisions that are actually made to each spouse's knowledge of the other's attitudes and plans.

Dr. Morgan's research leads him to suggest that, on the whole, "husbands and wives appear more accurate in their perception of each other's personalities than in their knowledge of each other's specific plans and desires."

WHO has the final say in specific types of economic decisions? Among the couples interviewed, husbands

and wives gave similar answers to that question in one-half to two-thirds of the cases, depending on what the specific decision is about.

Spouses tended to agree most often on who decides food expenditures (usually the wife), car purchases (usually the husband) and life insurance protection (usually the husband).

The most frequent areas for joint decision, according to the Morgan study, are housing and vacations.

As to whose plans—the husband's or the wife's—are most likely to be fulfilled, Dr. Morgan found no definite pattern. However, he adds, "Even from this limited study there is the impression that wives have a somewhat better sense of priorities and are better predictors than their husbands of what the family will buy next."

WORKING separately he said, a group of oil men and an organization (known as the Mumbler) of business, professional and civic leaders each wanted a downtown club. As plans developed and the enormity of the project became evident, Smith recalled, the men—all friendly rivals—decided to bury the hatchet and join forces.

By individual subscription they raised enough money to make purchase of the valuable building site and get the club started. A membership drive attracted the most influential people of the community. At that time to be a member of Pacific Coast Club or Virginia Country Club was to be a member of "Who's Who" in Long Beach.

THE INAUGURAL membership book, issued in 1926, lauded the men who organized the club. Among the many credited in that volume were William Prisk, Bill Hosking, Welch Hanbery, Roland Swaffield, Phil Swaffield, J. F. Craig, Ralph H. Clock, A. L. Parnley, Nelson McCook Sr., H. F.

## Bread Will Control Weight

By MILDRED K. FLANARY  
I. P.T. Food Editor

Did you know that there is a modern weight control plan that may be used by the entire family to regain that trim and slim look? Begin now and follow the Profile Bread plan to curb appetite.

The plan is easy to use. Just eat two slices of this bread 30 to 60 minutes before lunch and dinner, this will appease your appetite. A pound loaf of this special formula bread gives you about 7% more complete protein than whole wheat bread and 30% more than regular white bread.

Slim Treat

- ¾ cup mushrooms chopped fine
- 1 tbslp. butter
- 6 slices of special formula bread
- 6 slices of tomatoes about ½" thick
- 1 egg
- ½ lb. flaked crabmeat
- ¾ cup grated cheese
- Saute mushrooms 5 min.

utes. Place slices of tomatoes on bread, then spoon 2 tablespoons of mushrooms over top of the tomatoes. Mix egg and crabmeat—place a portion over mushrooms then sprinkle 2 tablespoons of grated cheese on top, place under broiler until cheese melts. Serve piping hot.

## Especially for You This Easter



A HAIR STYLE . . . FRESH, FLATTERING AND FRANKLY FEMININE . . .

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Long Beach, GE 8-1115  
14 Years in Los Altos

European Human Hair WIGS  
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**\$89.00**

## Fraternal Calendar

### MONDAY

Degree of Honor Lodge 108, drill team practice, 7:30 p.m., Machinists Hall.

### TUESDAY

Lakewood Rebekah Lodge 21, election of delegates to Rebekah Assembly, 8 p.m., 1215 E. 59th St.

Service Chapter, Order of Eastern Star, initiation of candidates, 8 p.m., Monte Vista Temple, 1120 E. Market St.

Star of Lakewood Chapter 617, OES, birthday party for Mrs. Erma Sexy and Herb Byrns, matron and patron, 8 p.m., Monte Vista Temple.

### WEDNESDAY

Ladies of Elks, card social, 12:30 p.m., Elks Club, 4101 E. Willow St. No-host luncheon precedes meeting.

Belmont Shore Chapter 589, OES, official visit of Immo V. Weaver, deputy matron of 81st district, 8 p.m., Belmont Shore Temple, 1630 E. Anaheim St. All members of the order are welcome.

### FRIDAY

Bettina Chapter, OES, birthday party for Ruth Miller and Britton Miller, matron and patron, 8 p.m., Monte Vista Temple. Courtesy officers from other chapters will preside.

### SATURDAY

Emera Chapter 561, OES, courtesy day with guest officers presiding, 1:30 p.m., Machinists Hall.



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HE 5-0121





By Iola Masterson  
I, P-T Women's Editor

## WILD WAVES SAY

# Case of the Big Pay Off and Other Capers

KICK-OFF time—and St. Mary's Guild gals have the ball, are headed for biggest benefit score in their career. Actually, kick-off was a luncheon at Alfred's to get ball rolling for annual "Day at the Races" to take place May 5 at Los Alamitos. They're not headed for a goal post but their goal is to get record number of people to track by post time.

Fingers crossed for luck, racing tickets in hand (to sell to all of you), pony pinatas at the post, are (in photo right) Mary (Mrs. Arthur) Hodge, chairman of "Day," and Shirley (Mrs. Harry) Tavlin. Because race day falls on Mexico's famous Cinco de Mayo holiday, all will be in Mexican theme to add to gaiety. Thus Mary's, Shirley's costumes.

Big moment at luncheon was when Shirley, guild president, "paid off" women's \$100,000 pledge to St. Mary's Hospital. Check was given to Sister Mary Laura, hospital administrator. Final payment was made in just six years. \$16,666 per year—not bad!

TUCKED IN agin' the cold for a sleigh ride high in the Swiss Alps are Muriel and Bob Hastings (below). When camera-caught they were headed for ski slopes near Grindelwald, lovely, quaint village south of Bern. After this they were to go to Italy to thaw out for awhile. Besides, wrote Muriel, for anyone who lives on Sorrento Drive, Naples (in Long Beach) not to see Sorrento and Naples, Italy, would be one of the biggest travel boo boos of the year!

Add to the small world department: In Italy they ran into Eleanor and "Mickey" Beland, skied together.



Hastings happy, how about that Swiss sleighman?

BEST POLICY for them, insurance man Lyle Huggins, wife, June, daughter, Julie, decided was

travel to far places for vacation fun. End of month they'll fly off for Orient, pausing enroute in Hawaii for several days. Then on to Tokyo, Hong Kong, Bangkok, Taiwan, etc. Tokyo should be great because Lyle has numerous Japanese business friends there who will entertain them.

In meantime, back at the ranch here, Huggins are entertaining Lillian DeMott, June's aunt, visiting from Alton, Ill.

SOMEONE sparked the idea, now enthusiasm is running like wildfire. All former employees of Mytinger and Casselberry, Inc. (subsequently Mytinger Corp.) are going to have reunion dinner dance at Pacific Coast Club May 1. Co-chairman John Patterson, Lou DuVall have 250 on list. Any others not contacted, speak up and join the gang. Special guests will be Alta and Dr. William Casselberry and Florence and Lee Mytinger.

HONOREE couldn't be there but party was perfection anyway. It was a baby shower for Ellie (Mrs. John) Eastman given by Peg Webb and Helen Westerlund at Peg's home. However, Daniel Bernard decided to prearrange his arrival date, was born day before party. He's Helen and Bill Eastman's first grandchild and Gertrude and John Wagner's first great-grandchild.

SIX HOSTESSES with the mostesses know-how are ganging up. The six — Grace Rowe, Eldred Brickey, Lucille Hansen, Helen Keipp, Eleanor Davis and Sally Badenhausen—are going to have a pretty as springtime luncheon shower for Virginia Adams of San Gabriel, fiancée of Roger Seapy, next Friday. Her mother, Mrs. Charles Adams, Roger's mom, Marjory, will be most special guests, too.

BRUSHING up on global affairs the pleasant way, as vacationers, will be Claire Conway, Anita Heiland and good friends John Hersey and Bryan Waller. They leave for the Orient April 20. For Anita that will be "all she wrote" and she'll return home from there while the other three continue on around the world. All artistic careerists, it will be kind of busman's holiday — looking for ideas as they go.

SASSY trick—and pretty funny, too. At Alamitos Bay Yacht Club's St. Pat's party, Neil and Chris Dundas and Myra (Mrs. Dick) George showed up in Scottish outfits.

The Dundases wore the Dundas' plaid while Myra's outfit was the Fraser tartan. As Dundas

explained, "They don't have a St. Andrew's Day, so we decided to show these 'Irishmen' that there are a few Scots around, too." Myra even brought her bagpipes and paraded around skirling a few tunes. Hoot, mon, what a boot that was!

SURPRISE baby shower for Elaine Ulrich at Ann Noble's with gifts baby can use when he/she visits grandma's house. Honoree's daughter and husband, Patricia and Dr. Floyd Estes, Westwood, are expecting their first this summer. Co-hostesses were members of Elaine's 30-year bridge club.

How bridge gang has managed all these years, just don't know. There are three Elaines (Smith, Taylor and Ulrich), three Helens (Rich, Farnsworth,

Newcomb) and a couple of easy ones—Bernice (Sweningsen) and Ann (Noble). Over the years they've grown quite clairvoyant when anyone calls Elaine or Helen. What they do, really, is glance at whomever is talking. If they're being eye-pinioned, they answer. Easy.

HAPPY MAN is "Hap" Appleton—and a bustlin' one. His nephew, wife, Frank and Charlotte Appleton, with their two sons, Kenneth, 15, and Harold, 13, are houseguesting from Douglaston, Long Island, N.Y. Besides seeing all the "natural" tourist attractions out here, they're looking up old New York friends who have seen the light, moved to—where else?—California!



—EIAN Photo by CURT JOHNSON

With pony pinatas at post, they "kick-off" plans for big Day at the Races.

## Junior League Names Its 19th President, Her Board

Mrs. Jay Moorhead assumed leadership of Junior League of Long Beach Friday at the group's annual meeting in Pacific Coast Club.

She is the 19th president of the more than 400-member organization. Born in Kansas City, Mo., Mrs. Moorhead attended

schools there before coming to California where she received her degree from Marymount College.

In Long Beach, she was first president of Adoption Guild; served two years on Board of Directors, Long Beach District, Women's Auxiliary, California Medical Association; assisted in organizing the Volunteer Bureau, South Bay-Harbor; served as area chairman, Marymount Alumnae Association and also has worked on many health and welfare drives in the community.

SERVING with her will be Mmes. Thomas Rowan, John Brennan, John Gauger, William D. Carrell Jr., Leo Vander Lans Jr., Chester Moore, and Louis A. Hopkins.

Others taking office were Mmes. James E. Hoagland, William Began, George R. Johnson, Robert W. Latimer, Alexander Van Dyke, Lee C. Hauge, William C. Snowden, Stephen T. Conley and John Hancock III.

Rosalind Loring, professional staff member of the University of California extension school spoke on "The Changing Image of Education for Women."

### Films, Dancing to Highlight Dinner Party

Nora Club will serve a special swiss steak dinner to members of the Fridtjof Nansen Lodge 9, Sons of Norway during the group's monthly social on Saturday.

The dinner, planned for 6 p.m., will be held in the Musicians' Club, 681 Redondo Ave., followed by the showing of two films and dancing.

The films will include "Viking Heritage" and "Spring Odyssey." George Rodney and his orchestra will provide the music for dancing scheduled to begin at 8:30 p.m.

Further information may be obtained through Dee Ronning, secretary of the lodge, 1492 Cota Ave.



Mrs. Jay Moorhead

## Buffet Fashion Show Set by Amicitia Welfare Club

Amicitia Welfare Club of Long Beach will hold its third annual Buffet Fashion Show on Saturday. Fashions from Gene's Smart Shop will be modeled by members during the 12:30 p.m. event in the Sierra Restaurant, 16227 Lakewood Blvd., Bellflower.

Proceeds from the event, which is open to the public, will aid the Long Beach Retarded Children's Foundation. Tickets may be purchased at the door.

Door prizes plus a three-day all-expense paid holiday to Las Vegas will be awarded.

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## Patriotic Events Are on Calendar

TUESDAY  
Western Shores Chapter, Daughters of the American Revolution, report by Mrs. Jay DeArmond on visit to Papa Go Indian tribe follows noon luncheon, Boulevard Room of Lafayette Hotel. Mrs. James J. Kennedy will report on DAR supported schools. Business session at 11 a.m.

Granddaughters Club of Emily R. Jewell Tent 15, Daughters of Union Veterans of the Civil War, noon luncheon and card party, Garden Room, 909 E. Third St.

Women's Relief Corps 93, Auxiliary to Grand Army

of Republic, noon luncheon and card party, Veterans Memorial Building.

Ladies Auxiliary to Veterans of World War I, 7:30 p.m., Veterans Memorial Building. Social hour honors members with March birthdays.

Daughters of American Colonists, reciprocity luncheon, noon, Eaton's, 1150 W. Colorado, Arcadia. Mmes. James P. Lanehart of Long Beach, state regent, and Ruth Brown, state second vice regent, will be guests.

WEDNESDAY  
Retired Officers Wives and Widows Club, noon luncheon and meeting, Al-

len Center, Nursery school Easter party will be planned.

William McKinley Auxiliary 27, United Spanish War Veterans, noon potluck luncheon, 1 p.m. business session, Veterans Memorial Building.

Abraham Lincoln Circle 44, Ladies of G.A.R., 10 a.m. sewing, 11:30 luncheon, 12:30 business, Veterans Memorial Building.

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LONG BEACH



# His Name's Hanawalt, That's Watt!

By MILDRED K. FLANARY  
L.F.T. Food Editor

He has a ready laugh—and a hearty one, as the picture would indicate. It's partly due, no doubt, to the fact that he thoroughly enjoys his work. Today's Chef of the Week, George M. Hanawalt, as district manager of the Southern California Edison Co., finds Long Beach an interesting and challenging "package."



MILLER

"It offers diversity—with heavy industry and residential areas equally balanced."

He's known in some parts as "the rancher." Prompted by the fact that, as soon as he left McFarland, Calif., his home town, they named a street after him.

nomics. In 1946, Hanawalt returned to California, joined the Edison Company's Los Angeles office, and was assigned to "job analysis" in the Industrial Relations Department. He next served as special representative in the Commercial Department, before coming to Long Beach in 1955 as assistant district manager to "Chiefs" Charley Campbell and Al Code. After holding district managerships in both San Fernando and Fullerton, he was appointed district manager, Long Beach, in '64.

A ROTARIAN, Hanawalt is active in the Chamber of Commerce, Downtown Long Beach Associates, Better Business Bureau, and serves on the Safety Committee. He also belongs to the Pacific Coast Electrical Association.

He enjoys fishing and hunting, and does much youth work; but Hanawalt's main interest is taking trips to the desert with his family. Mrs. H. (Adelaide) can match his humor any day. Their family of four includes Jane, 16, Hank, 14, Jimmy, 8, and Suzy, 7.

His picture here was taken at Edison Company's Living Center, and, since the recipes were so professionally typed, we rather think that home economists Sharon Gilbert and Barbara Kay Duffy had a hand in them.

**FRENCH CHOCOLATE PIE**  
1 6 oz. pkg. semi-sweet chocolate bits  
¾ cup soft butter or margarine  
1 cup sifted confectioner's sugar  
2 tps. vanilla  
¼ tsp. salt  
3 eggs  
1 baked 9-in. Oatmeal Pie Crust  
1 cup heavy cream, whipped  
Chocolate curls

Melt chocolate bits over hot water, stirring often. Cool. Cream butter and sugar in small mixer bowl. Add salt and vanilla. Beat at high speed until very fluffy, 10 to 15 min., scraping sides of bowl often. Add eggs, one at a time, beating well after each addition. Fold cooled chocolate into creamed mixture quickly. Pour into pie shell. Chill 2 to 3 hours. Top with whipped cream and sprinkle with chocolate curls.

**OATMEAL PIE CRUST**  
½ cup butter or margarine  
¼ cup sugar  
½ tsp. vanilla  
¼ tsp. salt  
1 cup sifted flour  
¾ cup rolled oats, quick or regular  
Cream together butter, sugar, vanilla and salt. Mix in flour and rolled oats. Press dough to bottom and sides of 9-in. pie pan, shaping a rim around edge. Chill. Bake at 375 degrees until golden brown, 15 to 18 min. Cool thoroughly.

## TRAVEL and RESORTS Around the World With Delaplane

"We had thought of driving in Mexico. But have heard you must have a very rugged, high-clearance car like a jeep or Land Rover."

NOT AT ALL on the dozen major highways. They are paved—sometimes a little bit of chuckhole stretch. But that's because repairs are slow.

A half million Americans a year drive down here in the family car. I'm doing it now in my own little British MG—certainly not high-clearance and no more than average rugged.

Now if you are going into back roads, that's different. There are remote areas where you want the jeep-style car. The roads are made for ox wagons. And I just about shook everything off a Pontiac station wagon putting it over a mere three miles of this kind of country.

"What about garages and emergency repairs?"

THERE IS SUPPOSED to be a new, roving Mexican highway repair service. But I haven't SEEN them yet. Lots of garages. And they can do pretty good repairs with improvised equipment.

If you need major parts from a larger town, it can be frustrating. I sat three days in Tepic, telephoning for parts from Guadalajara, 140 miles away. Finally, I hailed a taxi and rode in style the 500 miles to Mexico City. But my car came down eventually. And the cost was moderate.

"We leave New York at

10 minutes before midnight and arrive in Paris at —"

AND YOU ARRIVE Paris mid-day and worn out. Change your flight. Fly daytime. Arrive at night and go to bed. Next day you're OK. Arrive daytime and you can't sleep. And it will take you a precious week to get to feeling right.

"Appreciate if you could tell us the weather in Madrid in August?"

SUMMER desert hot. In July and August, even the Government closes down. Go north to the mountains. North to the Cantabrican coast. North and east to the Galician coast on the Atlantic—which I like best. But Madrid and south are miserable. After mid-September they're very pleasant.

There are some fine old villages and country inns and trout streams in the mountains in the north. They use whippy fly rod about 15 feet long. I imagine you could rent them.

Then there's the Gredos mountains. And a Government-operated inn—the Parador of Gredos. If you scout the countryside, you run into miles of mountain Roman road, Roman inscriptions. Fallen down Spanish castles. A local cheese in the inns and pretty good wine.

"Where do you find out about health precautions for foreign travel?"

U.S. PUBLIC HEALTH gives a list of recommended shots for various parts of the world. I've seen several books by doctors. But when I read these things, I get all the symptoms. Before I even get my visas.

## Bachelorettes Set Open House Date

To acquaint young women of Long Beach with Bachelorettes and their activities, members will hold open house next Sunday from 2 to 4 p.m. at the home of

Fran Turner, 302 W. Bixby Road.

The club was founded in 1933 for purposes of good fellowship and participation in charitable and social activities.

(Advertisement)

### Complexion Steaming

To clean and freshen the complexion, ease away crows feet and unwanted expression lines and put more life into your skin, try complexion steaming. With a towel over your head, steam over a basin of hot water in which a teaspoon of lemon juice can be added if available. Beforehand anoint the skin with oil of olive so when the hot steam clears the pores the oil penetrates. After steaming, tone with a lemon jelly-freshener and smooth the skin to youthful beauty with a film of oil.

... Margaret Merrill



OVER CHEERFUL cups of coffee Bachelorettes (from left) Sue Metzger, president Amalia Fur-

janick and Gwen Welch discuss plans for open house next Sunday.

## List L.B. School Menus

The following menus will be served in Long Beach elementary schools in the week of March 22-26:

MONDAY: Pizza, ripe olives, creamy coleslaw, apricot halves and milk.

TUESDAY: Beef rice casserole, buttered green beans, spicy applesauce, peanut sandwich and milk.

WEDNESDAY: Turkey in gravy on mashed potatoes, buttered peas, fruit cup supreme with bananas, hot buttered cornbread and milk.

THURSDAY: Italian spaghetti, garden salad, sliced peaches, hot buttered French bread and milk.

FRIDAY: Baked fish or beef vegetable casserole, buttered whole kernel corn, cherry sauce with whipped topping, whole wheat bread-butter and milk.

The above items make up the elementary children's lunch 30 cents. Soup and salad from the junior-senior high school a la carte menu are sold in the elementary

schools, but they may be purchased by the children only after they have purchased the tray lunch.

JUNIOR-SENIOR HIGH MONDAY: Barbecued beef on bun, buttered green beans, sliced peaches, ripe olives and milk.

TUESDAY: Fried chicken, mashed potatoes-gravy, fruit cup supreme with bananas, whole wheat bread-butter and milk.

WEDNESDAY: Chopped steak on mashed potatoes, waldorf salad, golden custard square, whole wheat bread-butter and milk.

THURSDAY: Hamburger on bun, pickle slices, buttered carrots, spicy applesauce and milk.

FRIDAY: Baked fish with au gratin potatoes or beef vegetable casserole, tossed green salad, apricot halves, raisin bread-butter and milk.



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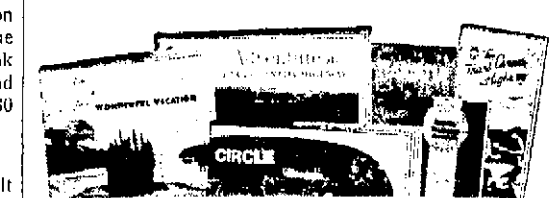
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MARY DESEREE, adult education instructor and teacher at Compton College and Long Beach City College, will conduct the course. Topics will include the art of dress, make-up and coiffures, posture and poise, office manners and manners, human relations and speaking voice.

Anyone wishing to enroll may contact the women's committee representative at her local bank.



# Kresge-DeNoyelles Vows Read

St. Barnabas Church was scene of the wedding of Mary Jo DeNoyelles and Lt. James Joseph Kresge, Saturday.



Mrs. James Joseph Kresge

Wearing a gown with bodice of Alencon lace trimmed with seed pearls and chapel train of organza over peau de soie, the bride was preceded by her sister Ann, maid of honor. They are the daughters of Dr. and Mrs. Lester C. DeNoyelles of 3924 Marshall Way.

Completing the entourage was Mrs. Lawrence Lidia and Mrs. Gary Peterson with Jeanne DeNoyelles, another sister of the bride, as junior bridesmaid.

THE GROOM, son of Mr. and Mrs. C. D. Kresge of Bethlehem, Pa., chose Lt. (jg.) Michael McDevitt as best man with Ens. J. Rodney Mattison and Lt. Thomas Hansen seating guests.

The new Mrs. Kresge was graduated from St. Anthony's High School and Cal. State at Long Beach where she was a member of Delta Delta Delta. Her husband was graduated from Lehigh University and was a member of Alpha Kappa Rho. The newlyweds departed for a honeymoon in Northern California following a champagne reception in the Virginia Country Club. They will reside in Newport, R.I.



MRS. GENE A. SHEETS



Mrs. Craig R. Singer



Mrs. Richard T. Antczak

## IN FORMAL ATTIRE

# Solemn Vows Are Spoken

Sheets-Dunn

Diane Dunn and Gene Allen Sheets recited nuptial vows during a late afternoon ceremony in University Lutheran Church Saturday.

The bride, daughter of Mr. and Mrs. L. T. Collins of 5146 Garford St., wore a full length gown of silk organza and chantly lace.

LANELL Sheets, sister of the groom, served as maid of honor with Mrs. Donna Cook as attendant.

The groom, son of Mr. and Mrs. Fred A. Sheets of 1590 Park Ave. chose Lester Fantone as best man with James McAllister and Roger Watson as ushers.

The new Mrs. Sheets was graduated from Wilson High School where she was a member of Sahus. Her husband is a Millikan High School graduate.

Following a honeymoon to Palm Springs and Las Vegas, the couple will reside in Long Beach.

Singer-Halden

Teri-Lou Halden and Craig Robert Singer repeated nuptial vows Saturday evening in St. Thomas of Canterbury Episcopal Church.

Mr. and Mrs. John F. Halden Jr. of 3676 Lomina Ave., are parents of the bride. The groom is the son of Mr. and Mrs. Craig Robert Singer of 5370 Abbeyfield Ave.

The bride, preceded by her

sister, Brenda, maid of honor, wore a gown of white lace over peau de soie with a train. Completing the entourage was another sister, Anita, along with Mrs. Gregory Schaffer, the groom's sister, and Mrs. Karen Pavlonis and Judy Bruns.

THE GROOM chose his brother Scott as best man with Steve Dalton, Bill Kollet, Dennis Pavlonis and Gregory Schaffer, brother-in-laws of the groom, seating guests.

The new Mrs. Singer was graduated from Millikan High School and attended Long Beach City College. Her husband also was graduated from Millikan High School.

Following a honeymoon trip to Santa Barbara, the newlyweds will reside in Long Beach.

Antczak-Stackhouse

Wearing a floor-length gown of white satin and a veil held by a crown of crystals and pearls, Teri

Lee Stackhouse exchanged vows with Richard T. Antczak in Lakewood Community Methodist Church Saturday.

She is the daughter of Mr. and Mrs. Charles C. Stackhouse; he is the son of Mr. and Mrs. Theodore P. Antczak. Both families reside in Lakewood.

The bride's sister, Sherri Stackhouse, served as maid of honor and the bridegroom's brother, William Antczak, was best man.

COMPLETING the wedding party were Phyllis Posner, Barbara Schmitt, Mrs. Louis Kridle and Paula Wilson, bridesmaids; Louis Kridle, Richard Barnes, John Raymond, Jed Welsh, Frank Paneczich and Charles Stackhouse, ushers.

Both Mr. and Mrs. Antczak were graduated from Lakewood High School and attended Long Beach City College. He is now serving at the U. S. Naval Air Station in Bremerton, Wash., where the couple will reside after a honeymoon in San Francisco.

# Student Musicians to Entertain WMC

Winners in Woman's Music Club Student Musician Scholarship Auditions will appear in a concert performance at the club's family night program, 8 p.m., Wednesday in Ebell Patio.

Mrs. W. P. Ward, chairman of the scholarship committee, will present \$100 awards for music lessons to first place winners: Robert Fuhr, piano; Dennis Trimby, strings; Pamela Saltzman, voice.

The concert also will include performances by second place winners, Craig Nes, piano; Anita K. Orchard, strings; Kathleen Crawford, voice.

A reception honoring the musicians will take place following the concert.

CLUB'S Opera Section will meet at 8 p.m., Monday at the YWCA for a program of excerpts from "Madame Butterfly" by Mrs. E. B. Lehammer. Members and guests are welcome.

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# For Housewives...

## No More Aching Feet?



Within a few years housekeeping may be in for a clean sweep—If homemakers will go for the idea.

Professional cleaning contractors, it seems, are eyeing private homes. They're hoping to persuade the Missus that they can clean her house better than she can.

The idea: team cleaning on a cost-per-unit basis.

"This is the era of the specialist," says the head of one such professional cleaning company. "Why shouldn't home maintenance include more than just shampooing carpets and polishing floors—why shouldn't it include a packaged scrub-up of the whole house?"

He predicts professional housework may soon become popular. That way the work would be done in a departmentalized manner.

Women members of a cleaning crew, for example, might do the bath, dust and vacuum. Men would wash walls, power vacuum. They would arrive in a neighborhood as crews and sweep through their specialties in each house on a block.

MAKING all this possible are new chemical cleaners, acrylics instead of waxes for floor and wall coverings, ultrasonic and electrostatic cleaning equipment (pull a truck up to a house, attach a pipe to the door and, whoosh!).

Once set up, controlled cleaning or professional housekeeping could be offered on a cost-per-unit basis, with a certain number of units specified for each room.

The serviceman would survey a room, then estimate the minimum amount of work units required. Even

more important, he would estimate how often the work needed to be done.

Cleaning would be only one of the professional homecare services. Also on the list would be deodorizing, sanitizing, pest control—whatever it takes to keep a home clean and comfortable on a continuing minimum basis.

WHAT'S HOLDING up the advent of controlled, contracted cleaning?

The attitude of the individual housewife. Many a housewife likes housework, it seems. SHE WANTS to do it herself.

According to a survey conducted by Dr. Robert S.

Weiss, social scientist, University of Chicago, more than half the country's married women really enjoy housecleaning and other household chores.

His conclusion: "It helps their self-esteem, makes them feel useful and important to their families."

The secret, it seems, is to persuade the homemaker she would be better off in every way if a professional did her housework.

That may be difficult.

"I wouldn't like to have professionals do my home," states Mrs. Jack Westland, pictured on page W-1. "I don't see the point. I find housework fun."

Anyone disagree?

# News Links Localites

Kuhn-Curtis

The betrothal of Glenda Sue Kuhn and Richard Lee Curtis has been announced by her parents, Mr. and Mrs. Lloyd William Kuhn of Downey. The bridegroom-elect is the son of Mrs. Paul M. Johnston of Lakewood.

Miss Kuhn was graduated from South Gate High School and her fiancé is a alumnus of Compton High School. The couple attends Long Beach State College.

A June 13 wedding is being planned.

Cartwright-Sutherland

Mr. and Mrs. Richard Cartwright of Long Beach announce the engagement of their daughter, Adelaide Ritchie, to Franklin Charles Sutherland, son of Mr. and Mrs. Ferald Sutherland, also of Long Beach.

Miss Cartwright, a graduate of Millikan High School where she received the Jeweled "M" Award, attended UC at Santa Barbara.

Her fiancé, a graduate of Jordan High School, was an all-American swimmer at Long Beach City College.

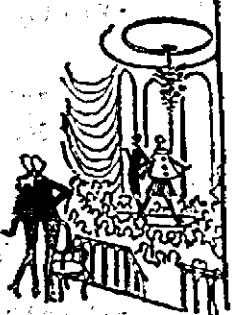
Both are now on the dean's honor list at Long Beach State College and are members of Sigma Sigma Honor Society.

Eubanks-Colvin

Mr. and Mrs. Gaston Eubanks of Long Beach announce the engagement of their daughter, Marian Louise, to Herman Eugene Colvin, son of Mrs. Gertrude Colvin, also of Long Beach.

The bride-elect was graduated from Brethren High School and is now attending Long Beach State College.

Her fiancé was graduated from Wilson High School, Long Beach City College, and LBSC. He is now teaching at Garfield Elementary School.



# Fashion Shows This Week

MONDAY

• Buffum's Broadway and Pine, Terrace Room. "The Young Spirit." A sampling of the newest looks from the Young Designers' Shop. Luncheon show. Also informal modeling from 11 a.m. to 4 p.m. in the department.

• Captain's Inn, 215 Marina Drive. From boat clothes to fashions after 5. 8 p.m.

TUESDAY

• Ports O' Call Restaurant, Berth 76, San Pedro. Fashions from the village shops. 12:30 p.m.

WEDNESDAY

• Lafayette Hotel, Broadway and Linden, Cafe Lafayette and Coffee Shop. 1 p.m.

FRIDAY

• Buffum's Terrace Room. "The Forward Looking Knits." The silky looking knits in man-made fibres from the dress and suit collections on Third Floor. Luncheon show.

SATURDAY

• Petroleum Club, 3636 Linden Ave. Sponsored by Lakewood Republican Women's Club. Luncheon show.

• Welch's Restaurant, 4401 Atlantic. Variety of spring fashions for children to the woman over 40.

Due to popular demand we are now

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# Spring's the Best Time to Live It Up in Hawaii

By Fred Taylor Kraft  
Travel Editor

Ask almost anyone who has ever been there. The desire to return to Hawaii never fades. But comespring—ah, it becomes overpowering.

True, anytime is the time to go to these sun-drenched islands, taste their happy moods in uncommon relaxation, enjoy their friendly people, and bring back memories of their beauty.

But spring! A hundred varieties of exotic flowers are exploding into bloom on countless landscapes. The skies seem fresher, the water more inviting, the people more exuberant. It becomes an almost perfect tropical world.

ON TOP OF ALL this, spring offers an exciting selection of festive fare. Hawaii's chief resort islands have myriad attractions well up into June.

This month, for instance, the 50th State takes a holiday on the birth date of one of its most beloved leaders, Prince Jonah Kamehameha Kuhio. Special programs are given in his honor at Iolani Palace and the Royal Mausoleum in Honolulu. There are canoe races and gala parties.

The days of King Kamehameha's rule are reenacted in Hilo, April 21-24, at the Merry Monarch Festival. The well-rewarded program includes ancient sports, floral and cultural exhibits, and nighttime pageantry. And, this year, for the first time, King Neptune's court will visit Hilo from Lahaina, Maui, where it reigns over the Whaling Spree held in Autumn.

THE ARRIVAL of Captain Cook in 1778 is marked by the Discovery Festival April 30-May 2. Island-wide festivities include torchlight parades, pageants and water sports. The historic Kona coast is the locale of the Captain Cook festival May 6-9.

Long a favorite with visitors and Hawaiians alike are Lei Day celebrations which take place throughout the islands May 1. It is during these festivities that some of Hawaii's most breath-takingly beautiful leis are fashioned by the natives.

On Oahu, the month-long Fiesta Filipina takes place May 22-June 22 in Honolulu. Music, folk dances, games and pageantry of the Philippines are presented and visitors are privileged to tour some of Honolulu's loveliest homes and gardens.

The only public holiday in the United States honoring a King is Kamehameha Day, June 11. It was this warrior who united all the islands in peace.

VISITORS should not overlook the new Hawaiian Wax Museum on Waikiki



DUKE KAHANAMOKU (left), famous Hawaiian sportsman and "goodwill ambassador," meets his waxen counterpart at the new Hawaiian Wax Museum (see story). Hawaii Visitors Bureau photo.

beach. Inside the dim, but not at all spooky corridors, are 60 Hawaiian and Caucasian figures, each a waxen work of art with crackling real hair and eyes that seem about to open wider or weep or bat their lashes.

Take Duke Kahanamoku. When this wax figure greets you in the museum foyer, you expect him to wave his canoe paddle and say "Aloha."

The elaborately dressed (or undressed) figures are all going about their historical business, recreating the glories of Hawaii's past in 18 scenes that include everything from a bona fide waterfall to a streaming volcano background.

To visit the museum is to learn a fascinating lesson in Hawaiian history you won't get anywhere else.

## WHAT TO WEAR In Hawaii?

Casual as a swim suit, colorful as a muu-muu and glamorous in its oriental sophistication, the islands have emerged as one of the world's fashion capitals.

In general, clothes that are worn on the Mainland in spring and summer are appropriate for Hawaii. Casual sportswear or resort-type clothes are best for daytime. It is no longer de rigueur to wear sloppy shorts and slacks on the streets.

For after 5, cocktail frocks of cotton or silk are appropriate. Bring your best looking clothes for evenings out.

A "must" when you visit Hawaii is a muu-muu which makes a fine hostess gown or house coat. This garment comes in many high style variations and beautiful fabrics.

Don't forget to bring a sweater, scarf, and sun glasses. They'll make your stay more pleasant!

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## TRAVEL and RESORTS

### Offer Book for Student Travelers

Information for student travelers such as overseas job possibilities, study programs, scholarships and fellowships, tours and transportation, is given in a new booklet "Work, Study, Travel Abroad" (U.S. National Student Assn., 1355 Westwood Blvd., Los Angeles, 90024, \$1).

Festivals and special events, addresses of government tourist offices in the U.S. and national student travel bureaus abroad are listed. Advice is given on planning the trip, travel documents, student lodgings, currency and mail services.

### Walking Tours in Europe

Americans who travel to Europe this year to really get an eye full will do well to have with them a copy of a new and enlarged edition of "Turn Right at the Fountain," in which George W. Oakes directs 52 walking tours in 23 important cities on the Continent.

Oakes, who traveled to Europe for more than 35 years, maintains a tourist must walk to see a city properly. In addition to the 39 walks in 14 cities that appeared in the best selling first edition, the new printing adds 13 new walks in Madrid, Barcelona, Toledo, Segovia, Athens, Brussels, London, Paris and Rome. Each is illustrated with a detailed map.

The book is published by Holt, Rinehart and Winston, 383 Madison Ave., New York 17, N. Y., at \$4.95.

### Road Map Reissued

A popular highway map of Canada and the Northern United States has just been reissued in preparation for a new travel season's demands. Last year's distribution reached a record-breaking total of 1,853,725 maps. They are available free from the Canadian Government Travel Bureau, Ottawa, Ontario.

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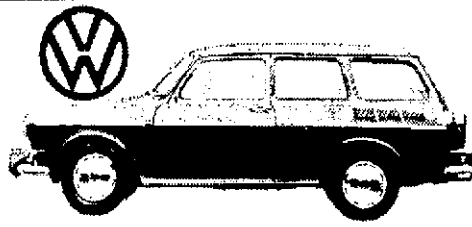
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## Dancing on 2 Programs in Southland

Festive dancing takes place at two separate events next weekend in Southern California. In addition, next Sunday sees the windup of Palm Springs' big Desert Circus, Santa Barbara's International Cymbidium Orchid Show, and a Swiss Schwingfest in the desert.

The 10th International Folk Dance Festival will start at 8:30 p.m. Saturday in Los Angeles Shrine Auditorium featuring an Aztec fire ritual, Voodoo ceremony, Afro-American gospel dances, Scottish Highland dances, Spanish flamenco, and Koichi Tohei, world master of Japanese Aikido wrestling.

Winterhaven, in the Imperial Valley, hosts the Southwest Indian Pow-Wow Saturday and Sunday. All tribal groups of the Southwest gather to perpetuate Indian arts and crafts. On the program are a parade in tribal costume, tribal dances, war dances and band concerts.

Holtville, also in the Imperial Valley, holds its Swiss Schwingfest Sunday. Swiss from all over the West will be there for a day of wrestling called Schwingfest, in which participants wear canvas breeches and compete in a sawdust pit.



GORDON C. OLIVER, a veteran of 18 years in the travel field, has been appointed western manager of cruise sales for the Grace Line. His headquarters will be in Los Angeles.

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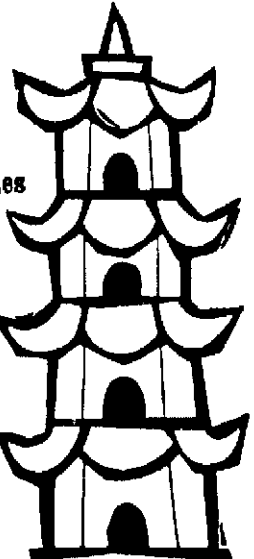
## Language Study at Moscow U.

Travel & Study, Inc. of New York City announces an agreement reached with Soviet organizations for cultural exchange for a Russian language course, intermediate and advanced, to be given this summer at Moscow State University.

The course, especially designed for American students and teachers who have completed at least one year of college Russian, will be taught by regular faculty members of M.S.U. Details are available from Travel & Study, Inc., 681 Lexington Ave., New York.

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## 3 great anniversaries make this a historic year to visit Britain

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### Parliament—first summoned in 1265

In 1265 Simon de Montfort, the son of a Frenchman, summoned the first English Parliament. Knights, burgesses, and "other honest men" were called to join in the deliberations.

You can attend debates at the House of Commons or the House of Lords by obtaining tickets from the American Embassy in London. Or you can take a chance and queue for admission.

### Magna Carta—signed in 1215

On June 15th, 1215, King John went unwillingly to Runnymede, a meadow by the Thames 15 miles from London, to sign the "Articles of the Barons." This event is being commemorated by a play at the Mermaid Theatre in the City of London and a special service at St. Paul's Cathedral. Both in June.

Make a Magna Carta tour in 1965. Start at the British Museum in London, where you can see a copy of the charter. Then go to Runnymede (frequent trains from Waterloo station to Kingston, river boat from Kingston to Runnymede). The new memorial to John F. Kennedy will be built there on the meadow this year.

Next, go to Windsor Castle, where King John made up his mind he would sign the charter. Then on to Bury St. Edmunds in Suffolk where the barons swore to make him do it.

From there go north to King's Lynn, near the tidal basin called "The Wash" where King John lost his treasures. Then on to Newark Castle, where John died. Ten miles away, you can see

the most perfect surviving copy of the Magna Carta, in Lincoln Cathedral. Complete your tour by travelling west to Worcester to see King John's tomb in the Cathedral.

### Westminster Abbey—consecrated in 1065

The original portions of Westminster Abbey were built by Edward the Confessor and consecrated in 1065, on the site of an earlier Benedictine Abbey. Two hundred years later Henry III rebuilt the whole church in a more magnificent style in Edward's honor, and his work survives to this day. Twenty-two English kings have been crowned here; and many rest here too.

Except on Sundays and during services, Westminster Abbey is open free to visitors.

### WHAT ABOUT COST? A few figures to help you

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## AOPi Comes to State College

# Fruition of Intensive Effort

Twelve years of intensive effort on the part of Long Beach Alumnae of Alpha Omicron Pi will be culminated next weekend with two gala days of ceremonies marking installation of Lambda Beta Chapter of AOPi on the California State College, Long Beach campus.

Mrs. William M. Westerman of Youngstown, Ohio, international secretary, will conduct the initiation and installation ceremonies Saturday morning and afternoon in the home of Mrs. James W. Wood, 4416 California Ave., assisted by international, state and district officers. Collegiate members of nearby AOPi chapters will be special guests.

**INITIATES** into the new chapter, all of whom hold executive board posts or chairmanships headed by Cindy Davis of Ventura, president, are Robin Lee Adair, Carol Rebecca Bullock, Shere Lyn Dudley, Jean Marie Dundas, Mary Elizabeth Fincher, Cheryl Marie Graham, Diane Elaine Herring, Patricia Evelyn Leffler, Carolyn Sue Lowe, Norine Marie Mortimer, Susan Melinda Neely, Christine Adele Rohan, Kathryn Mae Zentgraf, Sondra Suzanne Shelton, Sharon Estelle Stephens, Janis Lenore Vivo and Sharon Lynne Williams.

Pledges include Valerie Goetz, Nancy Mortz, Liz Nicholson, Karen Kastle, Cynthia N. Johnson, Christeen Farwell, Karen Courtney, Karen Doctor, Sally Ann Gup-till, Donna Bumpas, Susan Williams, Janice Hazard, Trudy Millerburg, Elizabeth Laughlin.

**SATURDAY'S** activities also include a mid-ceremony luncheon at Welch's Restaurant and a Rose Banquet honoring the new initiates at 7:30 p.m. in Terrace Room of Petroleum Club. Mrs. Malcolm Epley, colonization chair-

man who has led local alumnae members in formation of the new chapter, will be toastmistress.

Dr. Lois J. Swanson, associate dean of student affairs, CSLB, will be an honored guest and extend the college's welcome to the new group. Again, numerous AOPi dignitaries will be in attendance.

Festivities conclude Sunday with a reception and tea given at Ridder House, 4601 Long Beach Blvd., from 2 to 5 p.m.

Mrs. Dorothy Clark Kelly, alumnae president, is general installation chairman, assisting are Mrs. Ernest G. Folsom, rituals; Sue Fellenzer, banquet; and W. M. Scidmore Jr., reception.

Advisors from Long Beach Alumnae Chapter to the new collegiate group are Mmes. Jack T. Bryan, William Scidmore, John Long, Leon Pugh, Malcolm Epley, Edward LaValle, Norma Abu-Dayyeh, Ernest Folsom, M. H. Wood-bury, Suzanne Fellenzer, Mrs. Walter C. Crowe, Misses Sally Waldron and Doreen Adams.

**THE NEW** chapter joins a network of 76 collegiate chapters and 164 alumnae groups embracing a membership of more than 35,000 women throughout the United States and Canada. Founded in 1897 at Barnard College, a part of Columbia University, AOPi stands for high scholarship, highest possible development of the individual, training in leadership and citizenship while supporting at all times the programs of the colleges. Alpha Omicron Pi will become the eighth Panhellenic member sorority to establish a chapter and offer membership to collegiates at CSLB. Nationally, the group has as its philanthropy, support of the Social Service Department of the Frontier Nursing Service in Eastern Kentucky.



ALPHA OMICRON PI activities from California State College, Long Beach, (seated from left) Susan Neely, Cindy Davis and Shere Dudley,

confer with Mrs. Jack T. Bryan, alumnae advisor, on plans for installation of new Lambda Beta Chapter at the college next weekend.

## With Tap of Gavel, Clubdom Comes to Order, Faces Full Agenda

### Theta Alumnae

Mrs. Arlie G. Toulouse will conduct her first meeting as president of Long Beach Alumnae Chapter, Kappa Alpha Theta, at 7:30 p.m. Tuesday in the home of



Mrs. Arlie Toulouse  
... Heads Thetas

Mrs. George Anderson, 5241 Berkeley, Westminster. She succeeds Mrs. Harry Landis.

Among other new officers are Mrs. Douglas Watland, vice president; Mmes. Gary Bos and Robert Lichtenhan, secretaries; Mrs. Norris Graham, treasurer.

### Ebell Club

Howard Chittjian, baritone, and Grace L. Martin, soprano, will be featured in "A Melodious Musical" following 1:30 p.m. business session of Ebell Club Monday in the auditorium. They will be accompanied by Gloria Mikilian. Luncheon will be served at noon.

Morning meetings: Nature Study, 10:30 a.m., "Indoor Gardening," Joe Littlefield. Bible Study, 11 a.m., "The Glory of Easter," Mrs. Martin DeVries. Soloist, Mrs. B. Tuckley Thompson. Art Department meets for brunch at 11 a.m. Wednesday at the clubhouse, followed by a noon tour of Los Angeles

County Museum. Antique Department meets at 1:30 p.m. Thursday in the lounge for talk, "The Romance of Casters," by Mrs. A. F. Bonzer.

### Catholic Daughters

Court Marian 1669, Catholic Daughters of America, will present trophy awards to students who participated in local poetry and essay contest during 8 p.m. meeting Wednesday in Woodmen of the World Hall, 11 W. Plymouth St. Rev. Henry Olivares will make the presentations following an illustrated talk on the "Passion Play" by Harry R. Christensen.

### Bay Garden Club

"Facts and Fads in American Fashion" will be topic of Mrs. Helen Hohl when she presents a collection of dolls clad in copies of inaugural ball gowns for Ala-

mitos Bay Garden Club at 11:30 a.m. Thursday in the home of Mrs. George A. Hart Jr., 6324 Bay Shore Walk.

### Woman's City Club

Tyrone Richardson, a past president and long active in club affairs, will entertain with a program of popular and humorous readings during 1:30 p.m. program for Woman's City Club Friday at the clubhouse, 1309 E. Third St. Also appearing will be Mrs. Robert Langdon, organist, and Wes Farrell, pianist. Luncheon will be served at noon.

### Rose Society

"What Makes a Rose a Show Winner" will be revealed by Mrs. J. Arthur Carswell for Orange County Rose Society at 7:30 p.m. Tuesday in Iva Meairs School Cafeteria, Trask

and Newland Streets, Garden Grove. The meetings are free and open to the public.

### Plaza Women's Club

Plaza Women's Club will have a general membership meeting at 8 p.m. Wednesday in El Dorado Park Clubhouse. American Field Service students, Virginia Drey of Millikan, recently returned from Brazil, and Jons Routh, exchange student at Wilson, will be guests.

### El Dorado Women

Josephine Gumbiner, supervisor of Long Beach District, County Bureau of Adoptions, will speak to El Dorado Women's Club at 7:30 p.m. Monday in Douglas E. Newcomb Auditorium. She will discuss the rewards of giving homes to children of mixed races and those with medical problems.

### District PEO

Election of officers will highlight 9:45 a.m. coffee hour and meeting of Long Beach District PED Reciprocity Bureau Tuesday at the YWCA, 550 Pacific Ave. Mrs. Robert Hilt, retiring president, will present the program, "Friendship Mementoes." All unaffiliated PEOs are welcome.

### Carmelite Auxiliary

Rev. John Fitzgerald of Sacred Heart Church, Covina, will speak to Carmelite Nuns Auxiliary at 1:30 p.m. Tuesday in St. Anthony's High School Cafeteria.

### Writers Club

William Simpson, author of numerous magazine articles as well as children's books will speak before Writers Club at 1 p.m. Thursday at Woman's City Club, 1309 E. Third St.

Poetry and prose written by members will be read by Ida Sinclair and Edith Golden during morning hours. Dessert will be served at noon. Visitors are welcome.

### LBCC Faculty Wives

Long Beach City College Faculty Wives will have noon luncheon Thursday at Leisure World followed by a tour of the facilities.

### Discussion Club

An English drill and three-minute talks by second division members are planned by Friday Morning Discussion Club during 10 a.m. meeting Friday at Bayshore Library, 195 Bayshore Ave., with a coffee hour following in the home of Mrs. Margaret D. Tindall, 2027 Appleton St., Apt. 8.

## NUTRITION NEWS

What are NATURAL VITAMINS? These are the vitamins that are extracted from a natural source. They contain all the important "helper factors" plus many elements that haven't been isolated yet. Some people who can't tolerate "chemical vitamins" can handle "NATURAL VITAMINS" and obtain outstanding results. If you haven't responded to synthetic vitamins why not give Natural Vitamins a chance to prove their superiority? Schulman's trained counselors are at your service to aid you in selecting the recommended vitamins for your individual needs. Visit us soon.

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**FASHION FIESTA**, style show and tea to be given by Kappa Kappa Gamma mothers at UCLA Tuesday in Kappa house will have a carnival mood with gay Mexican music and decorations. Models for the gay resort and tour fashions will be chosen from actives and pledges. Participating from the Long Beach area are (from left) Cheryl White, Bev Brown and Susie Arnold. Others are Cheryl Chawley, Lynn Lewis, Susie King, Lynn Winter, Christine Slater, Valerie Paul, Vicki Albright and Laura Todd.

## Kennyettes List Social Events

Kennyettes will honor new members at a tea Wednesday from 1:30 to 4 p.m. in the home of Mrs. Golda Sutcliffe, 6102 Falcon Ave.

On Thursday the club will have its monthly benefit luncheon and card party at 11:30 a.m. in the Garden Room, Third St. and Alamitos Ave. There will be a white elephant sale and door awards. Reservation may be made with Mmes. Helen Bennett and Leona Ball.

## Claretian Social

Claretian Guild will sponsor a dessert luncheon at noon Wednesday in Machinist Hall, 725 Elm Ave., with visitors to the city particularly invited.

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## Chi Omegas to Greet Former Miss America

Miss Mary Ann Mobley, former Miss America, will be the special guest of her Chi Omega alumnae sorority sisters on Saturday for the group's "Spring Elusenia."

Walter Knott of Knott's Berry Farm will be the guest speaker for the event scheduled in the Sportsman's Lodge in North Hollywood with luncheon at 12:30 p.m.

Phi chapter of USC will be honored along with all living founding members of the chapter who will attend the Elusenia on Saturday and

the celebration in the chapter house on Sunday. Members of active chapters will attend from the campuses throughout Southern California.

Mrs. Leland Perry of Long Beach will be presiding officer.

Alumnae from the Long Beach area planning to attend include Mmes. Stephen Harney, Earle G. Crandal, Bernard Knowles, Howard Myers, Alex A. Day, E. C. Faber, Robert Galloway, Willis B. Blenkinsop, Reed Chunn and William Woelflin.



Lorene Tuttle  
... ABW Speaker

## CAREER CALENDAR

### Radio, TV Luminary to Speak

**HARBOR LIGHTS ABW**  
Lurene Tuttle, radio and tv personality, will be guest speaker at a dinner meeting Tuesday of Harbor Lights Chapter, American Business Women's Association, at Hody's Lakewood. With a long list of film and tv credits behind her, Miss Tuttle's most recent appearances have been on "Petticoat Junction" and "Valentine Day." Her topic will be "Radio and Television."

**SOROPTIMIST CLUB**  
Koo Ito, long time resident of Long Beach, will discuss

Japanese Art during noon luncheon meeting Friday of Soroptimist Club of Long Beach at Lafayette Hotel. He is proprietor of Scand-Asia, specializing in gifts and home decor.

**QUOTA CLUB**  
Plans for installation in April will be made when Quota Club of Long Beach meets at 7 o'clock Monday evening for dinner at Alfred's Restaurant.

### Health Session

"Your Food — Poisonous or Nutritious?" will be topic of Dr. Robert Howell at 7:30 p.m. meeting Wednesday of Long Beach Chapter, National Health Federation, at the Garden Room, 909 E. Third St.

### Glove Allure

In the ultrafeminine trend in spring fashions, gloves have not been overlooked. Many are far more ornate than in past seasons, with embroidered, straw and ribbon cuffs.

## In an Italian Mood

Sparkling fountain centerpieces, bright flowers and soft music will set stage at Balboa Bay Club for lavish "Roman Holiday" fashion show luncheon Thursday presented by Rossmoor Women's Club under direction of its Vogue Section. Ready to "go Italian" for day are Mrs. Dale Olinger (above, left), Mrs. Charles Hoyt. Florence Smales will commentate professionally modeled show, featuring attire for every occasion—at home or abroad. Reservations are being taken by Mrs. Robert Taylor, 3252 Bradbury Road, and Mrs. Charles Allen, 11842 Martha Ann Road.

## COMPETITION ON

### Summer Jobs Few, Seekers Are Many

One of the first harbingers of spring is the annual flurry of help wanted ads for camp counselors. The brief season for matching camp jobs to applicants starts early in the year and ends at about the time the crocus appears on the lawn. However, for most would-be counselors eighteen or younger, it is over even before it starts. The Institute of Life Insurance points out that the employment picture for younger teen-agers generally is anything but bright. This summer, there will be many more teen-agers looking for vacation jobs than ever before. However, the number of available jobs probably will be no greater than in 1964. In fact, it may be shrinking.

One solution—perhaps the most constructive one for many youngsters: devoting vacation time to work that offers rewards not in money but in experience and personal satisfaction.

Even there, however, there may be severe competition, and teen-agers interested in summer service work would do well to begin now looking for suitable openings. Religious, community and welfare organizations are good sources of information. So are school and public libraries, guidance teachers and the state employment service.

braries, guidance teachers and the state employment service.

IN MANY cities there are volunteer bureaus that act as community clearing houses for local health and welfare agencies and other civic organizations that may offer summer employment to teen-agers. Most community agencies give preference to volunteers who are at least fifteen years old and who have been active in volunteer work on a regular basis throughout the year.

The Commission publishes "Invest Your Summer—A Catalogue of Service Opportunities," listing hundreds of unpaid jobs ranging from heavy construction work in Kentucky's Ozark mountains to organizing youth activities in a New York City slum, to working alongside youths from a half dozen nations in a remote hospital in Africa.

Information on camps sponsored by groups in other countries is available from the Co-Ordination Committee for International Voluntary Work Camps of the UNESCO, in Paris.

THE INSTITUTE of Life Insurance points out that summer service jobs offer a unique opportunity for young people to gain experience working with others, take on real responsibility and get to know professional people who often are outstanding leaders in their field.

In most types of service jobs, the applicant is expected to pay his or her transportation expenses and, in many cases, to meet at least part of the cost of food and lodging. Some sponsoring organizations, however, will consider waiving these requirements for especially well-qualified youngsters who can't afford to pay their own way.

While a volunteer summer job pays nothing, its other advantages sometimes outweigh the lack of salary. Such summer jobs have sometimes helped suggest the direction a young person ultimately wants his career to take. And they often furnish experience that proves valuable in college and beyond.

## Spring Household Cleaning Aids

**Sav-on**  
We Give BLUE CHIP STAMPS

**LIQUID TREND**  
Clear or Pink. Large 12 oz. Size 4:1.00

**Sponge Mop**  
Cellulose sponge picks up more water. Heavy nickel chrome finish. Squeezer. Ass't color sponges with white handle. 1.98

**Dust Mop**  
EMPIRE — Mylon mitt-type mop, head picks up more dust. Swivel connectors for hard to reach areas. 1.98

**Masking Tape**  
Brown tape with many uses. 1"x150 ft. 69c

**Vacuum Cleaner**  
BAGS—A size to fit most major upright and canister models. Ass't number of bags per pak. 2 Paks 89c

**COMET CLEANSER**  
Bleaches out stains. 14 oz. 2:29c

**"Split-Tip" BROOM**  
EMPIRE — Tips are split to pick up fine dust and dirt the eye can't see. Outlasts 5 ordinary brooms. 1.79

**Bowl Brush**  
EMPIRE — Long handle, quality bristles. Colors. 23c

**Dish & Sink BRUSH**  
EMPIRE — Plastic handle in ass't colors—nylon bristles... will not scratch. 39c

**Pot & Pan BRUSH**  
EMPIRE — Plastic handle with crimped brass wire bristles that will not rust. Keeps bright surfaces like new. 69c Val. 39c

**Household Gloves**  
"Steri-Tex" by FAULTLESS—Household glove with germ-fighting hexachlorophene. Ass't colors. S-M-L. 59c

**"Ro-R" Brush Cleaner**  
Cleans and restores paint brushes or rollers. Bristle preservative added. Reg. 1.25 Qt. 98c

**Bavarian TYPE BEER**

Made by Grace Bros. in U.S.A.

12 oz. Cans 8:1.00  
24 for 2.89

**AUTOMATIC Tooth Brush**  
E.E. — Safe, cordless battery operated handle. Recharging stand and 4 snap-in brushes included. 14.88

**KODAK Instamatic 100 OUTFIT**  
Camera loads instantly... no threading, no fumbling... built-in flash. All needed items for wonderful snap-shots. 12.28

**LADIES' Hair Brush**  
EMPIRE—Choice of half-round or 3 row professional styles. Transparent and pearl colors with white nylon bristles. 1.00 Val. 49c

**EMPIRE Bath Brush**  
Pretty pink and bridal blue lustrous handles with matching "Hi-lite" bristles. 1.00 Value 59c

**JOHNSON & JOHNSON Baby Oil**  
Cleans, soothes and protects baby's tender skin. Enriched with soothing lanolin. 59c Size 53c

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on Black & White Film  
**FREE** Extra Set of Prints  
A Free Set of Jumbo Prints Returned with Every Roll of Black & White Film Left for Developing & Printing.  
2 Jumbo Prints for the Price of 1  
Regardless of Your Size of Film

## COSTUME Jewelry

Earrings  
Necklaces  
Bracelets • Pins

1.98 Value  
Your Choice 78c

## Easter PLUSH

**2.00 Foam Filled**  
Choice of 14" Cuddly Bunny, 13" Begging Bunny, 10" Swift Bunny, 10" Dozy Bunny or 12" Dozy Bumidoll. Ass't colors. 1.79..

**3.00 Tweak 'n Squeak Bunnies**  
4 assorted bunnies to choose from. Each has a voice maker in tummy. All sani-foam filled. Pastel colors. 2.69

**4.00 Assortment**  
Choice of 21" Bunny, 15" Sitting Bunny, 13" Frisky Bunny (all with Tweak 'n Squeak voice) or 14" Comical Duck in colorful brown, gold color. 3.69..

**Fielder's Glove**  
Professional model with fiber braced thumb, stitched locked pocket and "Big H Trap". 6.79

**Baseman's Mitt**  
Pro model of selected steerhide. Deep well pocket, full lacing. 6.79

**Fielder's Glove**  
Prime leather gloves with "sure hold" pocket. Rawhide laced, nylon stitched. 4.98

**"Little League" Baseball**  
by SPALDING... Cushioned cork center, horsehide cover. 1.59

**Baseball Bat**  
Autographed "Louisville Slugger"... Seasoned ash in 29" to 32" lengths. 2.49

**VIM Heavy Duty Detergent TABLETS**  
Giant 48 Tab Size 2:1.00

**GLADE MIST Air Freshener**  
Ass't Fragrances 7 oz. Cans 2:1.00

**Prune Juice**  
UNSWEET 39c

**Sav-on VITAMINS**  
Multi-Vitamins  
A dietary supplement of 30 vitamins and minerals combined in one capsule. 100's 2.75

**Therapeutic FORMULA**  
with B-12... High concentration of all vitamins... aids in vitamin deficiencies. 100's 2.69

**TAMPAX**  
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Choice of Regular or Super Box of 48 1.19

**SCORE Spray**  
1.00  
Deodorant for Men 89c

**PEPTO-BISMOL**  
for relief of UPSET Stomach, indigestion and nausea. 98c 3 oz. Size 79c

**LAVORIS**  
Mouthwash & Gargle — Pleasant tasting... keeps breath fresh. 95c 15% oz. Size 79c

**REYNOLDS Broiling Foil**  
Pure Aluminum 14"x20 ft. 33c

**PEPSODENT Tooth Brushes**  
69c Adults 3:1.00

**KAL KAN Dog Food**  
M.P.S. Chunk Style 6:1.00 14 oz. Cans

**Sav-on SELF-SERVICE DRUG STORES**  
Open 9 A.M. to 10 P.M. — 7 Days A Week  
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**PEPSODENT TOOTH PASTE**  
2:1.00 89c Family Size

**Head & Shoulders SHAMPOO**  
for Dandruff Control 2.4 oz. Jar 69c 89c Size

**INSTALLED** as state organizer for Sigma Phi Gamma, non-academic welfare and social sorority, was Mrs. Charles Holmes, Long Beach, during province meeting at Hacienda Hotel, San Pedro. Her duties will be to assist formation of new chapters throughout California.





Modern ladies-in-waiting: Mrs. Faye Stafford, Mrs. Betty Grissom, Mrs. Jo Schirra, Mrs. Barbara Young.

## ASTRONAUTS' WIVES . . .

# Their Hearts Are in the Sky

Betty Grissom and Barbara Young, two suburban Houston housewives can only wait, keep things going as usual—and perhaps pray quietly. It is their men who are involved. Their men who will be shot into space. The fathers of their children who, while the world waits, must risk their lives as a step to the moon.

What do they think about their husbands; astronauts Virgil I. Grissom and John Young?

It is less difficult for Jo Schirra, wife of astronaut Wally Schirra and Faye Stafford, wife of astronaut Tom Stafford. Their husbands will be "back-up pilots" for Project Gemini. But they, too, savor that special feeling about their husbands.

HOW DO they react? Here are the stories as told by the wives:

Betty Grissom—"The mission is an important one because it'll be the first time the U.S. has sent two men in the same spacecraft and we hope to learn a lot about how they work together in space. But it'll be important to Gus, too.

"He'll be the first American ever to enter space twice. (He made the second sub-orbital flight, the one after Alan Shepard's trip through space). Our sons,

Mark and Scott will stay home from school that day and I hope they'll even have a few minutes to work on their home work. In all the excitement of the mission, sometimes you can't forget how much we need Gus around here—to help Scottie with his algebra.

"That's what's always absorbed Gus, flying and mathematics. In fact, he went into the Air Force during World War II hoping to become a pilot, but they had such a backlog then that he never made it to pilot-training school. It was almost six more years before he finally won his wings . . .

BARBARA Young—"John fits the conception of an astronaut, as most people see them, just like a fist fits in a gear box. For one thing, he dislikes "roughing it." He isn't about to go camping out, lying around in jungles for the unadulterated joy of it, unless the government sends him there. (The government did send Young to the jungles in Panama as a part of the training program for the Project Gemini mission.)

"John," says his wife, "is the type of man who likes to take his pleasures in the warmth of his own home.

"For another thing," she quips, "John is mechanical

the way Jerry Lewis is contemplative. In other words, he's just about the least mechanically-minded man you could know. My electric mixer in the kitchen needs a new cord. Well, I am not about to put a new cord on, but John doesn't even know how to open up the mixer to figure out where the cord goes in.

"It isn't that he isn't capable of understanding these things, he can tell you anything about the theory and design of aircraft and rockets. But he isn't about to put a wrench to the task of building one.

"John," she says, "is an amusing bundle of such contradictions. He has a deep, probing, even creative intelligence, but he just doesn't think about fixing things around the house."

JO SCHIRRA—"Wally Schirra has a dry, articulate wit and a great zest for life. Several weeks ago, a sleek Maserati caught his fancy. He bought it as a bargain. This particular sports car looks like something James Bond might drive. It's got everything Wally could want but an ejection seat for his wife.

"One of the wonderful things about life with Wally is that you never quite know what's going to happen next. I began learning

about him when I met him at the Army-Navy club in Washington in 1945, shortly after he had graduated from the Naval Academy.

FAYE STAFFORD—"We have barbells in the bedroom, a machine that shakes the weight off you in the bathroom and a daughter who envies the man who runs a filling station. That envy developed out of Tom's new job on the Gemini project. In his first year on the job I kept a diary in a little green book and it shows Tom was away from home about 285 days of the year. It's gotten worse as the time for the mission grows near. So Dianne, our 10-year-old, came in the other day and told us excitedly about the friend whose father runs the filling station . . . He's never away from home at night."

## August Wedding Date Named by Alice Elliot

An August 14 wedding date has been chosen by Alice Erwin Elliott and Eric Randolph Van de Water. Their engagement has been announced by her parents, Mr. and Mrs. Sidney N. Elliott of Long Beach.

The bride-elect was graduated from Cal State at Long Beach where she was a member of Delta Gamma and Little Sister of Minerva. She was also represented in the Who's Who in American Colleges and Universities.

Her fiance, son of Mr. and Mrs. Charles F. Van de Water, also of Long Beach, was graduated from UC at Berkeley where he was affiliated with Beta Theta Pi, Phi Beta Kappa and Varsity Crew. He is now attending UCLA Law School.

## Offer European Tour to Assistees

Invitations to participate in the first National Assistees Tour of Europe are being mailed this week to more than 700 Assistees of National Assistance League.

Thirty girls from the auxiliaries in 19 Assistance League Chapters from Southern California to Colorado will be selected on a first come-first served basis before the April 15 application deadline.

The tour will leave Los Angeles July 14 and travel for six weeks in England, Holland, Germany, Austria, Italy, Switzerland and France. Mr. and Mrs. Mel Caines of Pasadena are tour directors.



**COLONIAL DAMES**  
HORMONE CREAM  
NEW BEAUTY IN 10 DAYS  
NOW . . .  
**2.00** PLUS TAX Reg. \$4.00  
Now—9 out of 10 women respond to the beauty magic of estrogen, with a fresher, smoother complexion. Yes! in just 10 days you can enjoy long-lasting deep beauty with Colonial Dames Hormone Cream.

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the friendly store of Long Beach

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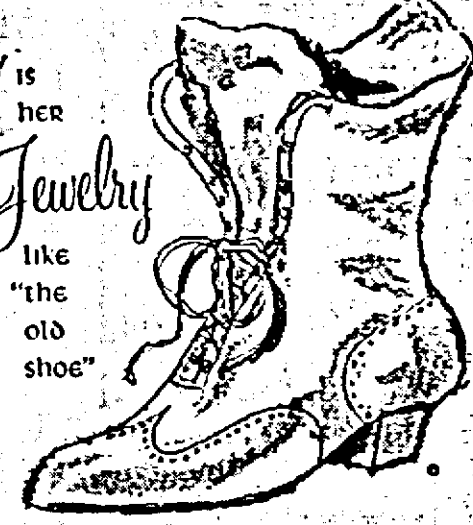
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Long Beach, Cal., Sunday, Mar. 24, 1963

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### SAVE ON CUSTOM DESIGNED DIAMOND MOUNTINGS

is her  
*Jewelry*  
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Much as she may love her diamonds, every woman wants them to look their very best. If her jewelry is outdated, worn as the proverbial "old shoe" . . . see our superb modern settings and select a new style for her today. She'll never forget your thoughtfulness.

PRICES START AT . . . **24.50**

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**FINE JEWELRY—Street Floor**

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## DEAR MRS. MAYFIELD

# Patience Might Help

DEAR MRS. MAYFIELD: We were happily married 20 years until my husband acquired a service station. There is a convenient bar across the street and he started coming home late smelling of beer. He finally admitted there was a 22-year-old girl he was seeing. She is married and has a child but her husband is overseas. About six months ago my husband left me.

He soon started calling me, seeing me and wanted to come back home. Well, he's back now, although we do not live as man and wife (his idea, not mine). I don't think he is seeing this girl, but nothing I do pleases him. He is very picky and has again threatened to leave.

Shall I just be patient? Ordinarily, he's very kind and considerate and I do love him very much.—L. M.

DEAR L. M.: Since he was a good husband for 20 years, I think it's worth a try to ride this out for a while. Perhaps a talk with your doctor or minister might encourage you. One of them might even talk to your husband.

In the meantime, be as pleasant and cheerful as you can with him but don't bend over backward trying to please him. Just be yourself, as you have been for 20 years. The fact that he wanted to come back means something and I believe he will get over this before long. Keep busy and try not to be too unhappy.

DEAR MRS. MAYFIELD: You are always giving advice to wives whose husbands are giving them a rough time. What advice would you give a man whose wife doesn't appreciate anything?

She has a nice home, her name on the checkbook, nice furniture, nice clothes, a car of her own, a job and a husband who helps with the housework and children.

He fixes breakfast, does dishes occasionally, helps get the kids dressed, does not smoke, stop at a bar before coming home or chase women. If she wants something, all she has to do is to mention it. Still she shows no appreciation.

She is 24, he is 26. What more can a man do? —GOOD HUSBAND.

DEAR GOOD HUSBAND:

You sound like a right kind of husband and I know the world isn't full of the likes of you, but what do you mean by "no appreciation?"

I presume she fixes dinner, does dishes occasionally, helps dress the kids, doesn't stop at a bar or chase men. Maybe she smokes? You have a nice home, name on the check book, nice furniture and clothes, a car and a job, also.

I'd say you two have a good working arrangement and neither of you is obli-

gated to turn hand springs to show your appreciation. She's one jump ahead of you—she took time out to have a baby or two. Did you show your appreciation?

Stop looking for some thing to gripe about. You are two mighty lucky people—be smart and keep it that way.—M. M.

## SALON SAVINGS



SHAMPOO-SET with 5 week rinse \$5

\$20 COLD WAVE with protein treatment 9.95

BUDGET PERM \$6.95

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this is the stock from one of the finest wholesale dept. store fur concessionaires who was forced, by court order, to auction their furs to pay their creditors. Our representative purchased 155 furs, of which we are able to offer 84 units at less than their cost.

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| 33 NATURAL MINK CAPES AND STOLES        | 6 NATURAL MINK AND MARTEN SCARFS           |
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## PRIME RIBS

\$1.95 on the dinner

Hard to believe? It's true! The Tenderloin Restaurant, 4141 Atlantic Ave., L.B., now serves Choice Prime Rib at this unbelievable price. Visit us soon and become a believer.

## 'Guam Shells' Shown at Meet

Agassiz Nature Club will see an exhibition and hear a discussion on "Shells from Guam" at 7:30 p.m. Tuesday in the Garden Room, 909 E. Third St. Presenting the program will be Margaret and Elizabeth Byrkit. The public is welcome.



# 3 BIG STORES TO SERVE YOU

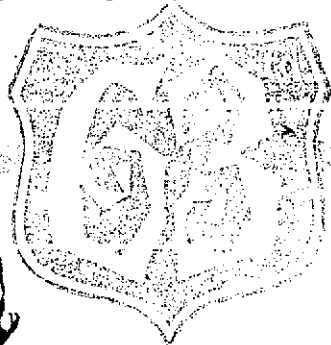
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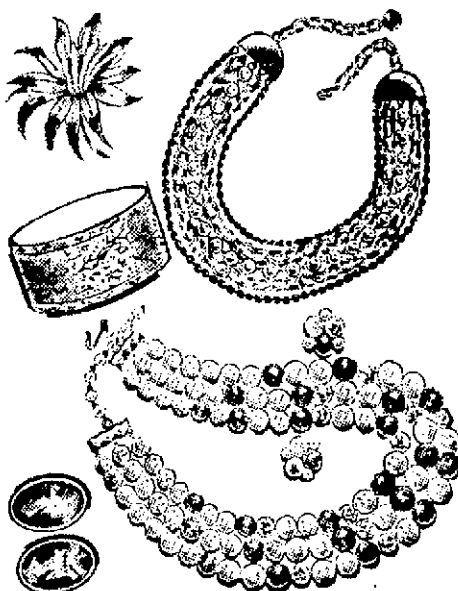
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SPECIAL! AVRIL®  
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**\$2**  
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Cheerful spring - perfect colors brighten these brisk, breezy robes of easy-care, wash-and-wear Avril® rayon and cotton. Short-sleeved sleeves, roomy patch pockets. Sizes 10 to 18.



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SAVE AT PENNEY-WISE PRICES!**

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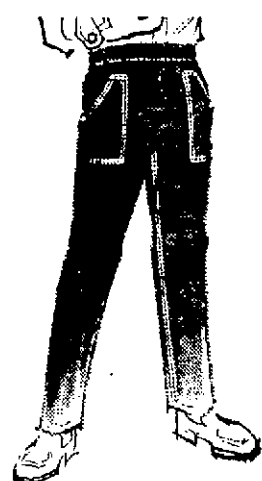
Here's a jewelry collection like you've never seen before! Lovely necklaces in one to five rows of uniform, graduated or multi strands, with earrings to match... stunning pins, exciting bracelets — find both tailored and dressy styles! Save now!



**OUR OWN GAYMODE®  
SEAMLESS HOSIERY**

**2 PAIR 78¢**

Now's the time to take advantage of Penney's anniversary savings! Glamorously sheer Gaymode® seamless nylons in shades of Suntan or Gaila. Sizes 8½ to 11. Average Length.



**SIZES 2 TO 8  
BOYS' PRE-SCHOOL  
COTTON DENIM  
BOXER JEANS**

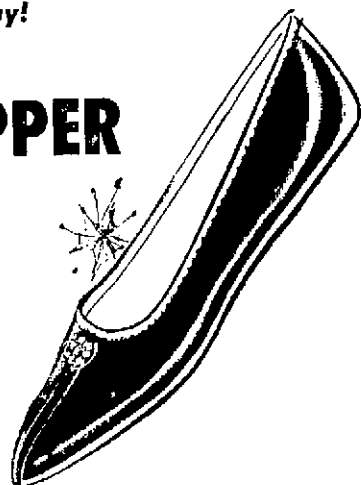
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Boys' big value jeans are rugged all cotton denim that's been lab tested, reinforced! Perfect for now and seasons to come! 2 roomy pockets hold all play gear. Flexible full elastic waistband lasts through machine washings! Save plenty!

**Terrific Special Buy!  
WOMEN'S  
SOFTIE SLIPPER**

**2 FOR \$1**

Tote 'em along to the picnic, to the seashore... our folding slippers come in their own handy carrying case! So easy to pack... ideal with slacks and sportswear. Supple vinyl plastic uppers, split leather outsole... what comfort. Assorted colors.



**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



## 'Motion' Concert at LBCC

The "Theater of Motion" comes to the Long Beach City College Auditorium at 8:30 p.m. Saturday in a modern dance concert directed by Judith Aston of the City College faculty and sponsored by the LBCC Viking Band.

Saturday night's program will feature a group of present and former UCLA students who have performed together during the past four years in the Los Angeles area.

Choreographers and principal dancers are Miss Aston, Dawn Steadman, Lee Teed and Gail Ziferstein. Other dancers will be Lana Goodman, Alan Gering, Victor Paddock and Karen Kadushin, who is also stage manager. Musical effects will be provided by Ellen and Rick Sinatra and Joseph Byrd.

INCLUDED in the program are nine dance numbers, ranging from comedy, parody and "theater pieces" to abstract movements and a solo dance based on a Japanese poem.

Currently doing the choreography for LBCC's forthcoming production of Offenbach's "La Perichole," Miss Aston has previously been dance director and choreographer for other college drama and opera productions. She is now working on the development of a dance production workshop for City College students next year.

MEMBERS of the Viking Band and students in LBCC dance classes are assisting in production and staging of the dance concert. Tickets will be available this week at the college banker's office, 4901 E. Carson Street, and at the box office Saturday night.



**PRIMA BALLERINA** Maria Tallchief will be guest artist for the two premiere performances of the new resident company, Ballet of Los Angeles, at the Music Center Saturday evening and next Sunday afternoon.

## Ballet to Debut in Music Center

Maria Tallchief and Allegra Kent, stars of the New York City Ballet, head the roster of principal dancers who will perform with Ballet of Los Angeles, new resident company which will debut in the Music Center Saturday at 8:30 p.m. and next Sunday at 2 p.m.

Two principal male soloists also are on loan from

the New York Ballet, Conrad Ludlow and Kent Stowell. In supporting roles are two younger ballerinas, Karel Shimoff and Diana Bradshaw.

George Balanchine, artistic consultant for the new company, auditioned more than 400 dancers to select the 24 members of the resident corps de ballet. James A. Doolittle is administrative director.

**MISS TALLCHIEF** will be partnered by Ludlow when she dances Stravinsky's colorful "Firebird." Stowell will perform with Miss Kent in Act II of "Swan Lake." "Pas de Dix," choreographed by Balanchine to Glazounov's music, completes the bill.

Tickets are on sale at the Music Center box office, all Mutual Agencies and offices of the Automobile Club of Southern California.

## First Tour for Stanford Choir

The 50-voice Stanford University Men's Glee Club, accompanied by the 20-piece Red Vest band, will make the first tour ever undertaken by a Stanford musical group Monday through Saturday. One of the six stops on the 1,200 mile route will be at Costa Mesa where the Orange County Stanford Club will sponsor a concert Thursday at 8:30 p.m., in Orange Coast College Auditorium.

# Children Make 'Friends Through Art'

By ELISE EMERY  
Arts Press Editor

Emphasis is on young artists during March as Children's Art Month is marked nationally.

All junior and senior high schools in Long Beach are represented in the "Friends Through Art" exhibit which will hang in Hicks Gallery at Polytechnic High School through April 2.

The exhibit is a project of the International Junior Red Cross and includes paintings and drawings by students across the United States and in Australia, Greece, Poland, Canada, Thailand, Japan, France and Germany.

Since the purpose of the show is to help youngsters understand how people live in other cities and countries, the subjects are mostly environmental, depicting hobbies, games, work, homes and countryside.

At the conclusion of the display here, a panel of art teachers will choose about a dozen of the paintings by Long Beach children to join the touring exhibit.

Hicks Gallery is open from 11 a.m. to 12:30 p.m. Mondays through Fridays and from 7 to 9 p.m. Thursdays.

**LONG BEACH** elementary school children also are well represented by their work this month. Several hundred of their paintings are being displayed at the Main Library in Lincoln Park and at 10 branch libraries.

The young artists used whatever medium suited them—poster paint, charcoal, crayon, yarn and burlap. There are a number of collages and at Bay Shore Branch is a complete set of characters from Frances Burnett's perennial favorite, "The Secret Garden." They are made from grocery bags.

In addition to many pictures, Alamitos Branch is displaying two pieces of paper sculpture, a Spanish dancer and a ball player—obviously a Dodger.

**JUROR** Curt Opliger chose a bronze sculpture,

"The City," by Dr. Howard G. Hitchcock for the \$100 cash award in Long Beach Art Association's March show in its gallery, 800 E. Ocean Blvd.

In addition to this "most outstanding" award, the work won first in sculpture. Second best, an oil by Lea Spring, won \$50 and also first place in oils. Third best, with a prize of \$25, went to Bill Sprauer for an oil which also took second in oils.

Other first place winners were Marion Cummings, water base; Aline Thistlethwaite, graphics; and Dorothy Marshall, mixed media.

**PAINTINGS** by Richard Diebenkorn will hang in the Pavilion Gallery, 400 Main St., Balboa, through April 17.

This retrospective show is installed in chronological order, permitting the viewer to follow the development of the artist's style.

Diebenkorn has the reputation of being one of the most outstanding living artists in the western United States and was established as an abstract expressionist

before he was 30. He says he now "paints what I feel without being bound by style or subject matter." Gallery hours are 1 to 5 p.m. Wednesdays through Sundays.

**LOCAL ARTISTS** are represented at the 11th annual drawing and small sculpture show at Ball State University, Muncie, Ind. Dr. Eugene Wallin of Long Beach State College art department has an ink drawing, Bob Click of Manhattan Beach is showing two pencil drawings, and D. William Bowen of Seal Beach is displaying a charcoal drawing. The 218 pieces in the show are by artists from 30 states.

Henry Evjen and John H. Nyquist, both of Long Beach, have exhibits in the California Crafts IV 1965 Invitational. This is the fourth biennial statewide show sponsored by the Creative Arts League of Sacramento in cooperation with the E. B. Crocker Art Gallery. The exhibit, to further recognition of designer craftsmen, will be on view in the Sacramento gallery through April 25.

**LAKEWOOD** artist Evelyn Delight Carpenter has 16 oil paintings at the Freeman Gallery, 3535 N. Verdugo Road, Montrose. They hang through April 10.

**CARLOS LOPEZ-RUIZ** will demonstrate both palette knife and brush technique for members of Lakewood Art Association Thursday at 7:30 p.m. in Mayfair Park Clubhouse.

Ruiz was born in Bogota, Columbia, and was illustrator and caricaturist for newspapers there before coming to this country in 1953 with a scholarship to Corcoran Art School in Washington, D.C. Later he studied and exhibited in Mexico. His work is in many private California collections.

A **SAN FRANCISCO** potter, known simply as St. John, has an exhibit at the Press Gallery, 3423 E. Broadway through April 15. Hours are 10:30 a.m. to 5:30 p.m. Mondays through Saturdays.

**PUBLIC SHOWINGS** of the million dollar Armand Hammer art collection will

continue through April 2 at USC's School of Architecture and Fine Arts, 823 Exposition Blvd.

A recent gift to USC from Dr. Hammer, president of Occidental Petroleum Corp., the collection is composed of 52 paintings from the Renaissance to the end of the 19th century.

Assembled over a 40-year period, the collection includes works by Rembrandt, Hals, Rubens, van Dyke, Jan Breughel the Elder and Pieter de Hooch, Terboch and other English, Dutch, Flemish and German masters.

Because of widespread interest in this show, the gallery will be open from noon to 5 p.m. seven days a week.

## Folk Dance Festival Set at Shrine

Nearly 1,000 dancers, singers and musicians will stage the 18th annual International Folk Dance Festival Saturday at 8:30 p.m. in Shrine Auditorium. Lloyd Nolan, stage and screen star, will narrate the two-and-a-half hour program which will bring together lively folk arts from five continents.

The numerous acts include hypnotic drum dancers from Ghana, a voodoo seance from Haiti, dancers from Indonesia, Cossack and Greek dancers, the Nina Ivanova Ballet Russe, the Gandy Dancers from Romania and Hungary and the Lotus Dancers from San Francisco's Chinatown.

**AMERICA'S** grass roots folklore is featured with a long roster of groups and stars. Other dancers will perform the fads of the 1960s from the shimmy to the swim.

The 100-voice Ventura College Choir will be joined by the college's band in performing folk songs from around the world.

Tickets are on sale at Mutual and Liberty ticket agencies and at Southern California Music Company, 637 S. Hill St., Los Angeles.

## 'Art in Continuation' Marked by Contrasts

By VIRGINIA LADDEY

"Art in Continuation," paintings by Fran Soldini, covers the walls of the Naples Arts Gallery, 5608 E. Second St., where it will remain through April 2. The gallery is open from 9 a.m. to 6 p.m. Mondays through Saturdays.

The exhibit has many interesting aspects. Primarily, it is the work itself which is masterful, yet exploratory. The works range from a bold, untutored painterliness in 1939 to the present subtleties.

IT WOULD be difficult to identify a Soldini style, for each subject has its own demands and values for her. For example, there is a very specific environment in the watercolor "Pour Nous Deux"—an iron table and chairs in a room looking out onto a patio—all in heliotrope and fresh light. On an adjoining wall is "World of the Bird" in casein which swings through planes of unseen substance.

ANOTHER interesting aspect is that all works in the show, with three exceptions, are loaned by local collectors. Still another is Mrs. Soldini herself, a colorful figure on the local art scene to whom so many have gone for lessons in her "houseboat atelier." From

these, mostly beginners, she has elicited poetic and bold expressions, and a sense of color and materials that is unique.

AMONG some of the most intriguing pieces is "Fun Zone" of 1942 (loaned by the Emmett Sullivan) which is a striking three-dimensional. The dynamic serpentine of the roller coaster looms up in the background, other amusements are in mid-ground, and the foreground is a beach, tightly packed with humanity. This is quite a contrast to "Metamorphosis," a horizontal encaustic in which an amorphous presence tries to break through a veil, all stated in two dimensions.

Soldini practices the kind of magic that derives from the inner and outer worlds, and a personal flexibility of style based on strong principles.



**MARNI NIXON** will join the Liberace 25th anniversary show March 30 to April 4 at Melodyland Theater, Anaheim. An adroit comedienne and fine dramatic actress, she is known as the singing voice for Natalie Wood in "West Side Story" and Deborah Kerr in "The King and I." She made her live motion picture debut in "The Sound of Music" as one of nuns, Sister Sophia.

## On Stage---

**COMMUNITY PLAYHOUSE**, 5221 E. Anaheim, 8:30 p.m. Fridays, Saturdays, through April 10.

**COMPTON LITTLE THEATER**, 123 N. Rose Ave., Compton, "Miss Pell is Missing," 8:30 p.m. Fridays, Saturdays, through April 10.

**DOWNY THEATRE CLUB**, 1243 Woodruff Ave., Downey, "Guns and Bells," 8:30 p.m. Friday, Saturday, closing.

**MAGNOLIA THEATRE**, 908 Magnolia Ave., "A Thousand Times," 8:30 p.m. Thursday, Sunday, 8:30 p.m. Friday, Saturday, closing.

**OFF-BROADWAY THEATRE**, 211 Lynn Ave., "The Maid," "The Tiger," 8:30 p.m. Fridays through Sunday, through April 24.

**PALOS VERDES PLAYERS**, 2514 Via Tejon, Malibu, "Cry, Peace," "Dad for Murder," 8:30 p.m. Friday, Saturday, through April 24.

**PEPPERMINT PLAYHOUSE**, 124 Main St., Seal Beach, "Dad for Murder," 8:30 p.m. Friday, Saturday, through April 10.

**STATE COLLEGE**, Little Theatre, "The Frog," 10 a.m., 2 p.m., 8:30 p.m. Saturday, closing.

**CUSTOM PLAYHOUSE**, 548 D St., Torrance, "Cheated by the Dealer," Friday, Saturday, closing.

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Call 438-0144 Today! Visit our beautiful new studio at 4024 E. Anaheim, Long Beach

## 'Righteous' Act Tops Aud Bill

When the Righteous Brothers open their single performance show today at 2 p.m. in Municipal Auditorium, the pair will share the spotlight with the Dixie-cups, the five Beau Brummets, Glen Campbell, Bobby Goldsboro and the Fugitives.

The Righteous Brothers, who aren't really brothers, are William Thomas Medley of Los Angeles and Robert Lee Hatfield of Anaheim. Each is 26. Last January the two made a five-day action packed visit to London and in Great Britain their record album sales are competing with the Beatles.

THEIR CONCERTS and television dates in London came about after the Righteous Brothers appeared with the Beatles in their first live American concert at Washington Coliseum and a subsequent one-month tour of this country in the summer of 1964.

## Piano Recital

Miss Jennie Wong, music lecturer at Long Beach State College, will play a free piano recital Wednesday at 2 p.m., in the Little Theatre. She taught in Hong Kong for 15 years and for eight years gave piano recitals on government broadcasts from that city. Currently she is a fulltime faculty member at Biola College and part time teacher at LBSC.

## Robert Shaw to Conduct L.A. Chorale

One of the nation's leading choral and orchestral directors, Robert Shaw, will return to Los Angeles after an absence of several years to make a guest appearance with the Los Angeles Master Chorale and Sinfonia Orchestra of Los Angeles in Beethoven's "Missa Solemnis" next Sunday at 8:30 p.m. in the Music Center.

The soloists for the concert will be two Southland singers—soprano Marjorie Niska and contralto Katherine Hilgenberg—and two Metropolitan Opera stars—tenor Richard Verreau and bass-baritone Kenneth Smith.

Tickets are available at the Music Center, all Mutual Agencies, all Wallichs Music Stores and all offices of the Automobile Club of Southern California.

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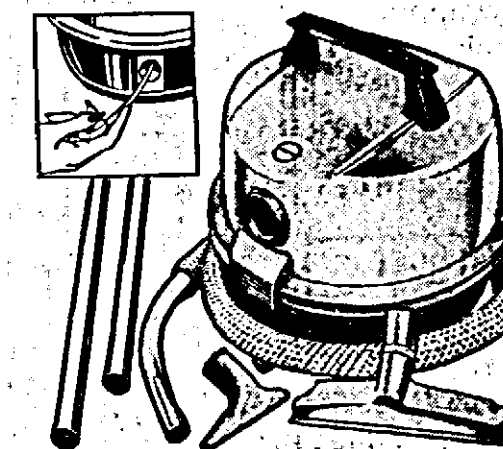
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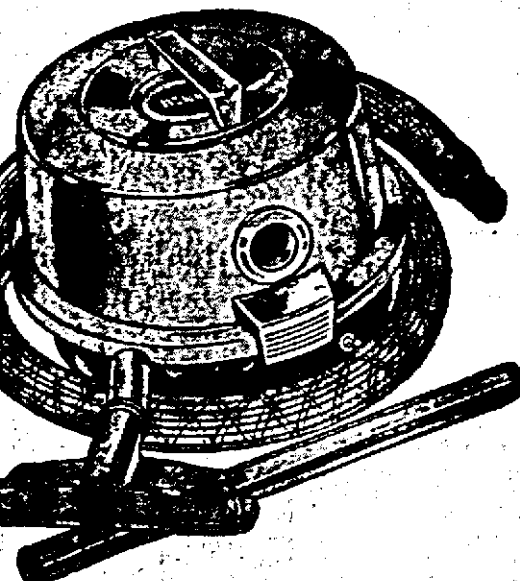
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Monday, March 22nd



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  - Lightweight, easy-to-carry and store
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**\$5**

Penney practicality where it counts! The easy-care Dacron® polyester and cotton blend gals love, styled in favorite fashion form — and tagged at a lower-than-low Anniversary price! And what sunny pastels! Blue, pink, light green, beige or maize! 8-18.

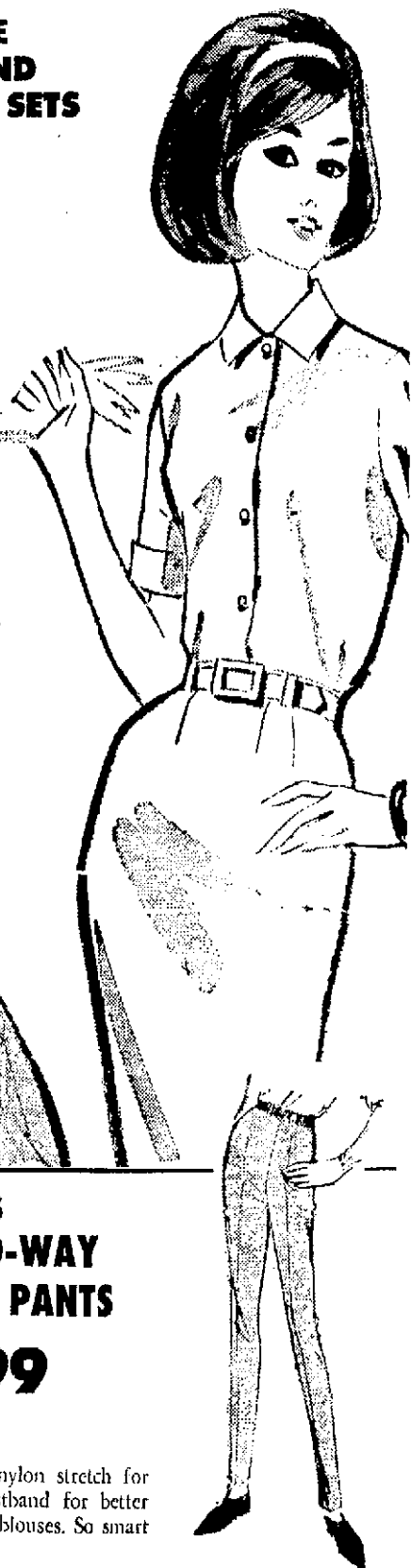


**WOMEN'S  
HELANCA® TWO-WAY  
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SIZES  
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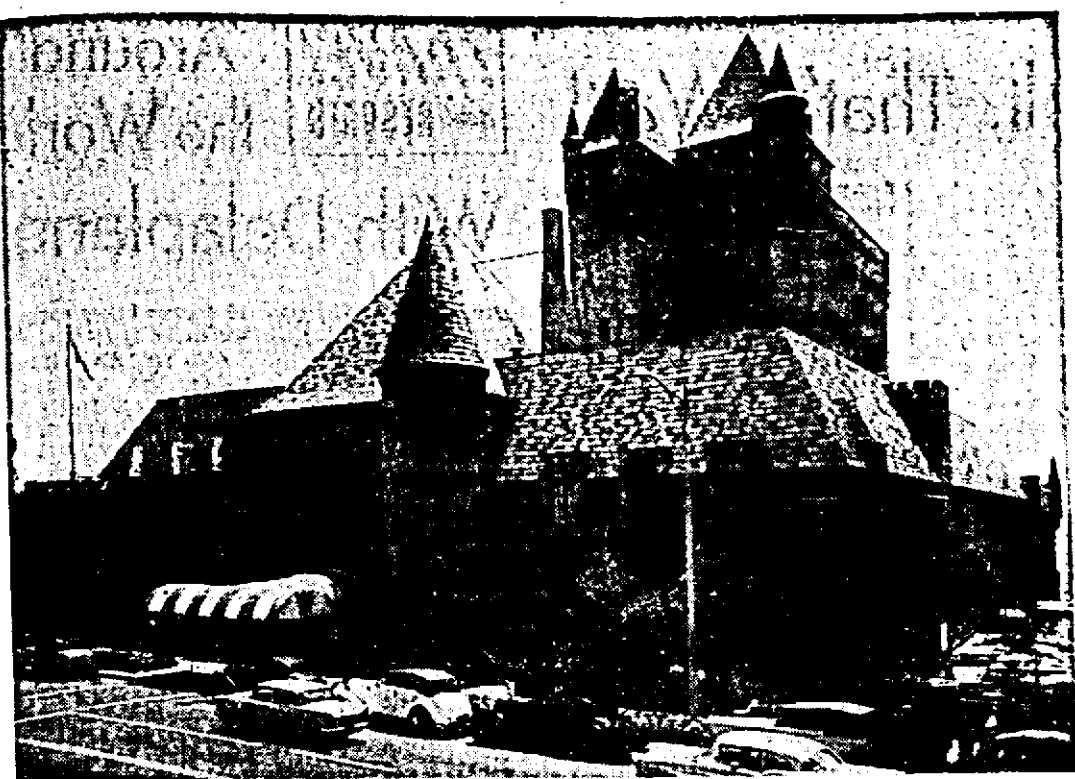
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**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**





Turrets raised to sky, Pacific Coast Club's castle-like architecture is dramatic skyline edifice.

# A Castle on the Pacific

"You'll find your castle in Spain through your window pane, back in your own back yard. Your happiness lies right under your eyes, back in your own back yard." —song lyrics

By IOLA MASTERSON  
L.P.T. Society Editor

"You can search the world over and no where will you find a more ideally situated downtown social and athletic club than Pacific Coast Club."

That is the opinion of Manager John Nansen. He speaks with the authority of a man trained in Europe who has had 31 years experience in private club and hotel management abroad and the U.S.

This turreted clubhouse with its rich medieval architecture became the most imposing structure on our skyline in 1926. To this day it remains one of the city's most dramatic ocean front buildings.

As a teen-ager I first knew the club in the early '30s. With nostalgia, I note it will celebrate its 39th anniversary next Saturday with a gala dinner dance.

IT TOOK big dreams and great daring to undertake this \$2 million construction project in 1923.

How did it happen? I talked to FCC's charter president, David M. Smith, who served in that capacity from 1923 to 1927. Now retired and living with his wife, "Billie," in a hideaway in the hills of Vista, Smith chuckled when I telephoned to ask for some memoirs.

He said I'd caught him unawares; he'd been out in his orchard doing a little pruning.

WORKING separately he said, a group of oil men and an organization (known as the Mumbler) of business, professional and civic leaders each wanted a downtown club. As plans developed and the enormity of the project became evident, Smith recalled, the men—all friendly rivals—decided to bury the hatchet and join forces.

By individual subscription they raised enough money to make purchase of the valuable building site and get the club started. A membership drive attracted the most influential people of the community. At that time to be a member of Pacific Coast Club or Virginia Country Club was to be a member of "Who's Who" in Long Beach.

THE INAUGURAL membership book, issued in 1926, lauded the men who organized the club. Among the many credited in that volume were William Prisk, Bill Hosking, Welch Hanberry, Roland Swaffield, Phil Swaffield, J. F. Craig, Ralph H. Clock, A. L. Farnley, Nelson McCook Sr., H. F.

Tresslar, Charles H. Tucker.

The club remains a center of this city's social life. It is, for instance, headquarters for Long Beach Junior League, which has a smartly appointed office and conference room there, as well as the Bachelors' Club, which has penthouse quarters.

Says Barbara (Mrs. Robert E.) Ivey, past vice president and director of the league office: "We love it. It's great. It's a case of mutual admiration, I think. The staff is so accommodating we really feel at home."

AS AN athletic club, it has top-ranked facilities. A \$45,000 sauna bath is a comparatively recent installation adjacent to the men's steam room. Jack Hammond (member of Virginia and recent FCC guest) said, "that sauna is the best I've ever used."

A man masseur and a woman masseuse, both highly trained, are on staff.

Another new improvement is a vastly enlarged 120-car capacity parking area.

Long time favorite is an indoor 25-yard regulation size racing pool. Athletic director Ted Ackel says it is perfect for serious racing swimmers or those who just like to take a lary dip. He ought to know. He is assistant coach for USC's national champion swim team. Ted says the sound of handballs being whacked on the club's three courts is constant from morning until night. Lots of times late at night.

THERE ARE two squash courts and badminton, basketball and volleyball are played in the gym. The gym is a hub of the athletic activities for men, women and children.

And age doesn't count—there's something for everyone. According to Audrey Share, dance studio owner who also conducts physical

fitness and dancing classes at FCC, proof positive can be found in 83-year-old Mrs. Walter Armstrong. Mrs. Armstrong, small, trim, energetic and sparkly eyed, participates in gym workouts every other day.

In fact, she sold her home and moved to the Royal Palms to be closer for regular attendance.

FOR THE traveling person, one of the most valuable assets in membership is the courtesy privileges extended by affiliated private clubs throughout the country and the world.

One last look back—and ahead. If next Saturday's anniversary proves as popular with the 1,400 membership as the club's opening, it will have to be given on five separate nights. That's how many "opening night" parties it took to accommodate the premier throngs, David Smith told me. "Wore all of us officers and our wives out," he remembered.



Summer fun—a surfside date.

Photos from files of Pacific Coast Club



For athletes strong and bold.



Some prefer shuffling to shuffleboard.



For sun worshippers, sheltered private beach a sand's-skip from ocean.

## Who Manages the Money in Your Family?

Who makes decisions in the family? That's a subject of endless fascination—for social scientists as well as for husbands and wives.

Each year there's a new crop of surveys and research reports on household decision-making. Many of these studies, however, focus on the question of power distribution within the family.

A different approach was taken by James N. Morgan of the University of Michigan's Survey Research Center. Dr. Morgan was interested mainly in testing a survey method aimed at measuring how well husbands and wives understood each other's financial plans and goals, and to what extent those plans are carried

out. The study was supported by a grant from the Institute of Life Insurance, as part of its program of basic research on the American family.

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The sample of married couples was interviewed at six-month intervals.

In a preliminary report on this pilot study, Dr. Morgan concludes that it appears difficult to make broad generalizations about the way families arrive at economic decisions. It's even more difficult to correlate the decisions that are actually made to each spouse's knowledge of the other's attitudes and plans.

Dr. Morgan's research leads him to suggest that, on the whole, "husbands and wives appear more accurate in their perception of each other's personalities than in their knowledge of each other's specific plans and desires."

and wives gave similar answers to that question in one-half to two-thirds of the cases, depending on what the specific decision is about. Spouses tended to agree most often on who decides food expenditures (usually the wife), car purchases (usually the husband) and life insurance protection (usually the husband).

The most frequent areas for joint decision, according to the Morgan study, are housing and vacations. As to whose plans—the husband's or the wife's—are most likely to be fulfilled, Dr. Morgan found no definite pattern. However, he adds, "Even from this limited study there is the impression that wives have a somewhat better sense of priorities and are better predictors than their husbands of what the family will buy next."

WHO has the final say in specific types of economic decisions? Among the couples interviewed, husbands

Dr. Morgan's research involved three rounds of simultaneous but separate interviews with husbands and wives in a midwestern city.

## Fraternal Calendar

**MONDAY**  
Degree of Honor Lodge 108, drill team practice, 7:30 p.m., Machinists Hall.

**TUESDAY**  
Lakewood Rebekah Lodge 21, election of delegates to Rebekah Assembly, 8 p.m., 1215 E. 59th St.

Service Chapter, Order of Eastern Star, initiation of candidates, 8 p.m., Monte Vista Temple, 1120 E. Market St.

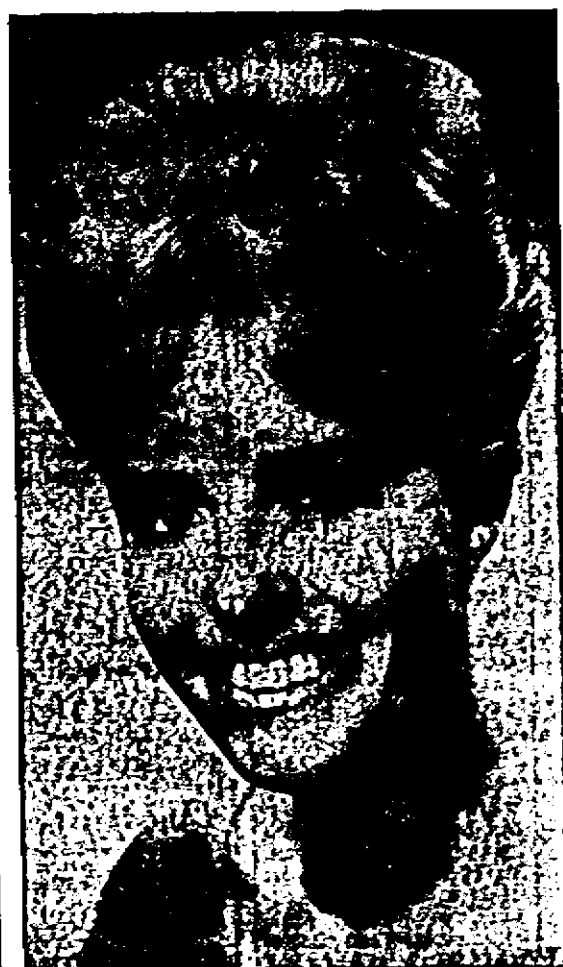
Star of Lakewood Chapter 617, OES, birthday party for Mrs. Erma Sexy and Herb Byrns, matron and patron, 8 p.m., Monte Vista Temple.

**WEDNESDAY**  
Ladies of Elks, card social, 12:30 p.m., Elks Club, 4101 E. Willow St. No-host luncheon precedes meeting.

Belmont Shore Chapter 589, OES, official visit of Ilmoie V. Weaver, deputy matron of 81st district, 8 p.m., Belmont Shore Temple, 1630 E. Anaheim St. All members of the order are welcome.

**FRIDAY**  
Bettina Chapter, OES, birthday party for Ruth Miller and Britton Miller, matron and patron, 8 p.m., Monte Vista Temple. Courtesy officers from other chapters will preside.

**SATURDAY**  
Emera Chapter 561, OES, courtesy day with guest officers presiding, 1:30 p.m., Machinists Hall.



## Girls 9 to 19

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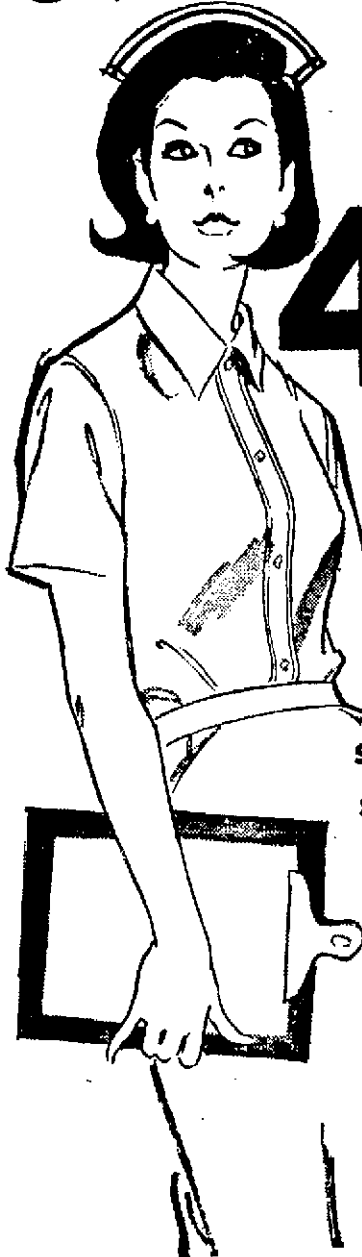
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**ANNIVERSARY**

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AND  
SHEATH  
STYLES**

**JUNIOR  
AND  
MISSES  
SIZES**

Nylon stabilized stitch knit uniforms that are duty-bound to stay the wash-'n-wearingest, crisp 'n freshest professional fashions in town. Don 'em, dunk 'em, hang 'em up to dry . . . and jiffy-quick they're out 'n about again. Choose from smart two-piece style as shown or one-piece sheath.

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FAVORITE  
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Crisp mixture of 65% Dacron polyester and 35% cotton. Add elegant charm to suits, slacks, skirts via the feminine frilly front. Easy-care — just wash and drip dry in a flash — they'll keep their fresh new look all day long. White! Sizes 30 to 38.

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COTTON  
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ROBES**

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Colorful as freshly-cut flowers are the prints on these cotton terry cloth robes. Just drop them in the washer and they'll come out soft and bright as new. Also a few solid colors. Yoke style . . . three-quarter sleeves.



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**WOMEN'S  
FLORAL SHIFTS IN  
SATEEN . . . POPLIN**

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Bold, beautiful shifts in marvelous cotton poplin or sateen. Choose from five smashing styles . . . Spring's favorite colors. Fabulous buy from Penney's Roaring Anniversary celebration! Sizes S. M. L.

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



## CHEF OF THE WEEK

# His Name's, Hanawalt, That's Watt!

By MILDRED K. FLANARY  
L. P. T. Food Editor

He has a ready laugh—and a hearty one, as the picture would indicate. It's partly due, no doubt, to the fact that he thoroughly enjoys his work. Today's Chef of the Week, George M. Hanawalt, as district manager of the Southern California Edison Co., finds Long Beach an interesting and challenging "package."



MILLER

"It offers diversity—with heavy industry and residential areas equally balanced."

He's known in some parts as "the rancher." Prompted by the fact that, as soon as he left McFarland, Calif., his home town, they named a street after him.

It's KNOWN that it took our "Chef" eight years to complete a four year college course. He did his duty as he saw it, and, just prior to Pearl Harbor, and at the end of his junior year, he joined the Army Air Corps as a cadet. The next 4½ years were spent as an Air Force pilot on the training end of a B-26. After separation from the Army, he returned to Gettysburg College, and graduated with a duo-major, political science and economics.

In 1946, Hanawalt returned to California, joined the Edison Company's Los Angeles office, and was assigned to "job analysis" in the Industrial Relations Department. He next served as special representative in the Commercial Department, before coming to Long Beach in 1955 as assistant district manager to "Chefs" Charley Campbell and Al Code. After holding district managerships in both San Fernando and Fullerton, he was appointed district manager, Long Beach, in '64.

A ROTARIAN, Hanawalt is active in the Chamber of Commerce, Downtown Long Beach Associates, Better Business Bureau, and serves on the Safety Committee. He also belongs to the Pacific Coast Electrical Association.

He enjoys fishing and hunting, and does much youth work; but Hanawalt's main interest is taking trips to the desert with his family. Mrs. H. (Adelaide) can match his humor any day. Their family of four includes Jane, 16, Hank, 14, Jimmy, 8, and Suzy, 7.

His picture here was taken at Edison Company's Living Center, and, since the recipes were so professionally typed, we rather think that home economists Sharon Gilbert and Barbara Kay Duffy had a hand in them.

### FRENCH CHOCOLATE PIE

- 1 6 oz. pkg. semi-sweet chocolate bits
- 1 cup soft butter or margarine
- 1 cup sifted confectioner's sugar
- 2 tsp. vanilla
- 3/4 tsp. salt
- 3 eggs
- 1 baked 9-in. Oatmeal Pie Crust
- 1 cup heavy cream, whipped

Chocolate curls  
Melt chocolate bits over hot water, stirring often. Cool. Cream butter and sugar in small mixer bowl. Add salt and vanilla. Beat at high speed until very fluffy, 10 to 15 min., scraping sides of bowl often. Add eggs, one at a time, beating well after each addition. Fold cooled chocolate into creamed mixture quickly. Pour into pie shell. Chill 2 to 3 hours. Top with whipped cream and sprinkle with chocolate curls.

### OATMEAL PIE CRUST

- 1/2 cup butter or margarine
  - 1/2 cup sugar
  - 1/2 tsp. vanilla
  - 1 tsp. salt
  - 1 cup sifted flour
  - 3/4 cup rolled oats, quick or regular
- Cream together butter, sugar, vanilla and salt. Mix in flour and rolled oats. Press dough to bottom and sides of 9-in. pie pan, shaping a rim around edge. Chill. Bake at 375 degrees until golden brown, 15 to 18 min. Cool thoroughly.

## TRAVEL and RESORTS

# Around the World With Delaplane

"We had thought of driving in Mexico. But have heard you must have a very rugged, high-clearance car like a jeep or Land Rover."

NOT AT ALL on the dozen major highways. They are paved—sometimes a little bit of chuckhole stretch. But that's because repairs are slow.

A half million Americans a year drive down here in the family car. I'm doing it now in my own little British MG—certainly not high-clearance and no more than average rugged.

Now if you are going into back roads, that's different. There are remote areas where you want the jeep-style car. The roads are made for ox wagons. And I just about shook everything off a Pontiac station wagon putting it over a mere three miles of this kind of country.

"What about garages and emergency repairs?"

THERE IS SUPPOSED to be a new, roving Mexican highway repair service. But I haven't SEEN them yet. Lots of garages. And they can do pretty good repairs with improvised equipment.

If you need major parts from a larger town, it can be frustrating. I sat three days in Tepic, telephoning for parts from Guadalajara, 140 miles away. Finally, I hailed a taxi and rode in style the 500 miles to Mexico City. But my car came down eventually. And the cost was moderate.

"We leave New York at

10 minutes before midnight and arrive in Paris at —" AND YOU ARRIVE Paris mid-day and worn out. Change your flight. Fly daytime. Arrive at night and go to bed. Next day you're OK. Arrive daytime and you can't sleep. And it will take you a precious week to get to feeling right.

"Appreciate if you could tell us the weather in Madrid in August?"

SUMMER desert hot. In July and August, even the Government closes down. Go north to the mountains. North to the Cantabrian coast. North and east to the Galician coast on the Atlantic—which I like best. But Madrid and south are miserable. After mid-September they're very pleasant.

There are some fine old villages and country inns and trout streams in the mountains in the north. They use whippy fly rod about 15 feet long. I imagine you could rent them.

Then there's the Gredos mountains. And a Government-operated inn—the Parador of Gredos. If you scout the countryside, you run into miles of mountain Roman road. Roman block-houses with Latin inscriptions. Fallen down Spanish castles. A local cheese in the inns and pretty good wine.

"Where do you find out about health precautions for foreign travel?"

U.S. PUBLIC HEALTH gives a list of recommended shots for various parts of the world. I've seen several books by doctors. But when I read these things, I get all the symptoms. Before I even get my visas.

## Bachelorettes Set Open House Date

To acquaint young women of Long Beach with Bachelorettes and their activities, members will hold open house next Sunday from 2 to 4 p.m. at the home of

Fran Turner, 302 W. Bixby Road. The club was founded in 1933 for purposes of good fellowship and participation in charitable and social activities.



OVER CHEERFUL cups of coffee Bachelorettes (from left) Sue Metzger, president Amalia Furjanick and Gwen Welch discuss plans for open house next Sunday.

### Complexion Steaming

To clean and freshen the complexion, ease away crows feet and unwanted expression lines and put more life into your skin, try complexion steaming. With a towel over your head, steam over a basin of hot water in which a teaspoon of lemon juice can be added if available. Beforehand anoint the skin with oil of clay so when the hot steam clears the pores the oil penetrates. After steaming, tone with a lemon jelly freshener and smooth the skin to youthful beauty with a film of clay.

Margaret Merrill

AS A GUILD of Children's Memorial Hospital Auxiliary, the club provides members to work in the hospital gift shop, is on call to assist in other projects and donates to the auxiliary treasury.

Members of Bachelorettes are over 21, are single, and live, work or attend school in Long Beach.

YOUNG WOMEN interested in meeting Bachelorettes and learning more about the group are invited to the open house, says Amalia Furjanick, president.

Honorary members—those who lost active status when they were married—also are invited.

## List L.B. School Menus

The following menus will be served in Long Beach elementary schools in the week of March 22-26:

MONDAY: Pizza, ripe olives, creamy coleslaw, apricot halves and milk.

TUESDAY: Beef rice casserole, buttered green beans, spicy applesauce, peanut sandwich and milk.

WEDNESDAY: Turkey in gravy on mashed potatoes, buttered peas, fruit cup supreme with bananas, hot buttered cornbread and milk.

THURSDAY: Italian spaghetti, garden salad, sliced peaches, hot buttered French bread and milk.

FRIDAY: Baked fish or beef vegetable casserole, buttered whole kernel corn, cherry sauce with whipped topping, whole wheat bread-butter and milk.

The above items make up the elementary children's lunch 30 cents. Soup and salad from the junior-senior high school a la carte menu are sold in the elementary schools, but they may be purchased by the children only after they have purchased the tray lunch.

JUNIOR-SENIOR HIGH MONDAY: Barbecued beef on bun, buttered green beans, sliced peaches, ripe olives and milk.

TUESDAY: Fried chicken, mashed potatoes-gravy, fruit cup supreme with bananas, whole wheat bread-butter and milk.

WEDNESDAY: Chopped steak on mashed potatoes, waldorf salad, golden custard square, whole wheat bread-butter and milk.

THURSDAY: Hamburger on bun, pickle slices, buttered carrots, spicy applesauce and milk.

FRIDAY: Baked fish with au gratin potatoes or beef vegetable casserole, tossed green salad, apricot halves, raisin bread-butter and milk.

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## Course for Women in Banking Set

The women's committee of the Harbor District Chapter, American Institute of Banking will offer a four-week course, "Women Bankers on the Spot," beginning March 24.

Sessions will be held on the second floor of the Security First National Bank Building, First Street and Pine Avenue, from 7 to 9:30 p.m.

MARY DESEREE, adult education instructor and teacher at Compton College and Long Beach City College, will conduct the course. Topics will include the art of dress, make-up and coiffures, posture and poise, office manners and mannerisms, human relations and speaking voice.

Anyone wishing to enroll may contact the women's committee representative at her local bank.

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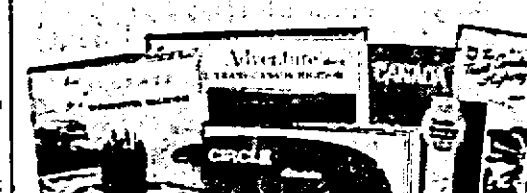
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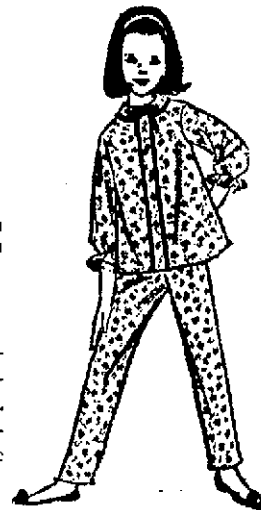


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# Spring's the Best Time to Live It Up in Hawaii

By Fred Taylor Kraft  
Travel Editor

Ask almost anyone who has ever been there. The desire to return to Hawaii never fades. But come spring—ah, it becomes overpowering.

True, anytime is the time to go to these sun-drenched islands, taste their happy moods in uncommon relaxation, enjoy their friendly people, and bring back memories of their beauty.

But spring! A hundred varieties of exotic flowers are exploding into bloom on countless landscapes. The skies seem fresher, the water more inviting, the people more exuberant. It becomes an almost perfect tropical world.

ON TOP OF ALL this, spring offers an exciting selection of festive fare. Hawaii's chief resort islands have myriad attractions well up into June.

This month, for instance, the 50th State takes a holiday on the birth date of one of its most beloved leaders, Prince Jonah Kamehameha. Special programs are given in his honor at Iolani Palace and the Royal Mausoleum in Honolulu. There are canoe races and gala parties.

The days of King Kamehameha's rule are reenacted in Hilo, April 21-24, at the Merry Monarch Festival. The well-rewarded program includes ancient sports, floral and cultural exhibits, and nighttime pageantry. And, this year, for the first time, King Neptune's court will visit Hilo from Lahaina, Maui, where it reigns over the Whaling Spree held in Autumn.

THE ARRIVAL of Captain Cook in 1778 is marked by the Discovery Festival April 30-May 2. Island-wide festivities include torch-lighted parades, pageants and water sports. The historic Kona coast is the locale of the Captain Cook festival May 6-9.

Long a favorite with visitors and Hawaiians alike are Lei Day celebrations which take place throughout the islands May 1. It is during these festivities that some of Hawaii's most breath-takingly beautiful leis are fashioned by the natives.

On Oahu, the month-long Fiesta Filipina takes place May 22-June 22 in Honolulu. Music, folk dances, games and pageantry of the Philippines are presented and visitors are privileged to tour some of Honolulu's loveliest homes and gardens.

The only public holiday in the United States honoring a King is Kamehameha Day, June 11. It was this warrior who united all the islands in peace.

VISITORS should not overlook the new Hawaiian Wax Museum on Waikiki



DUKE KAHANAMOKU (left), famous Hawaiian sportsman and "goodwill ambassador," meets his waxen counterpart at the new Hawaiian Wax Museum (see story). Hawaii Visitors Bureau photo.

beach. Inside the dim, but not at all spooky corridors, are 60 Hawaiian and Caucasian figures, each a waxen work of art with crackling real hair and eyes that seem about to open wider or weep or bat their lashes.

Take Duke Kahanamoku. When this wax figure greets you in the museum foyer, you expect him to wave his canoe paddle and say "Aloha."

The elaborately dressed (or undressed) figures are all going about their historical business, recreating the glories of Hawaii's past in 18 scenes that include everything from a bona fide waterfall to a streaming volcano background.

To visit the museum is to learn a fascinating lesson in Hawaiian history you won't get anywhere else.

WHAT TO WEAR in Hawaii?

Casual as a swim suit, colorful as a muu-muu and glamorous in its oriental sophistication, the islands have emerged as one of the world's fashion capitals.

In general, clothes that are worn on the Mainland in spring and summer are appropriate for Hawaii. Casual sportswear or resort-type clothes are best for daytime. It is no longer de rigueur to wear sloppy shorts and slacks on the streets.

For after 5, cocktail frocks of cotton or silk are appropriate. Bring your best looking clothes for evenings out.

A "must" when you visit Hawaii is a muu-muu which makes a fine hostess gown or house coat. This garment comes in many high style variations and beautiful fabrics.

Don't forget to bring a sweater, scarf, and sun glasses. They'll make your stay more pleasant!

## TRAVEL and RESORTS

### Offer Book for Student Travelers

Information for student travelers such as overseas job possibilities, study programs, scholarships and fellowships, tours and transportation, is given in a new booklet "Work, Study, Travel Abroad" (U.S. National Student Assn., 1355 Westwood Blvd., Los Angeles, 90024, \$1).

Festivals and special events, addresses of government tourist offices in the U.S. and national student travel bureaus abroad are listed. Advice is given on planning the trip, travel documents, student lodgings, currency and mail services.

### Walking Tours in Europe

Americans who travel to Europe this year to really get an eye full will do well to have with them a copy of a new and enlarged edition of "Turn Right at the Fountain," in which George W. Oakes directs 52 walking tours in 23 important cities on the Continent.

Oakes, who traveled to Europe for more than 35 years, maintains a tourist must walk to see a city properly. In addition to the 39 walks in 14 cities that appeared in the best selling first edition, the new printing adds 13 new walks in Madrid, Barcelona, Toledo, Segovia, Athens, Brussels, London, Paris and Rome. Each is illustrated with a detailed map.

The book is published by Holt, Rinehart and Winston, 383 Madison Ave., New York 17, N. Y., at \$4.95.

### Road Map Reissued

A popular highway map of Canada and the Northern United States has just been reissued in preparation for a new travel season's demands. Last year's distribution reached a record-breaking total of 1,853,725 maps. They are available free from the Canadian Government Travel Bureau, Ottawa, Ontario.

## Dancing on 2 Programs in Southland

Festive dancing takes place at two separate events next weekend in Southern California. In addition, next Sunday sees the windup of Palm Springs' big Desert Circus, Santa Barbara's International Cymbidium Orchid Show, and a Swiss Schwingfest in the desert.

The 10th International Folk Dance Festival will start at 8:30 p.m. Saturday in Los Angeles Shrine Auditorium featuring an Aztec fire ritual, Voodoo ceremony, Afro-American gospel dances, Scottish Highland dances, Spanish flamenco, and Koichi Tohei, world master of Japanese Aikido wrestling.

Winterhaven, in the Imperial Valley, hosts the Southwest Indian Pow-Wow Saturday and Sunday. All tribal groups of the Southwest gather to perpetuate Indian arts and crafts. On the program are a parade in tribal costume, tribal dances, war dances and band concerts.

Holtville, also in the Imperial Valley, holds its Swiss Schwingfest Sunday. Swiss from all over the West will be there for a day of wrestling called Schwingfest, in which participants wear canvas breeches and compete in a sawdust pit.



GORDON C. OLIVER, a veteran of 18 years in the travel field, has been appointed western manager of cruise sales for the Grace Line. His headquarters will be in Los Angeles.

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## Language Study at Moscow U.

Travel & Study, Inc. of New York City announces an agreement reached with Soviet organizations for cultural exchange for a Russian language course, intermediate and advanced, to be given this summer at Moscow State University.

The course, especially designed for American students and teachers who have completed at least one year of college Russian, will be taught by regular faculty members of M.S.U. Details are available from Travel & Study, Inc., 681 Lexington Ave., New York.

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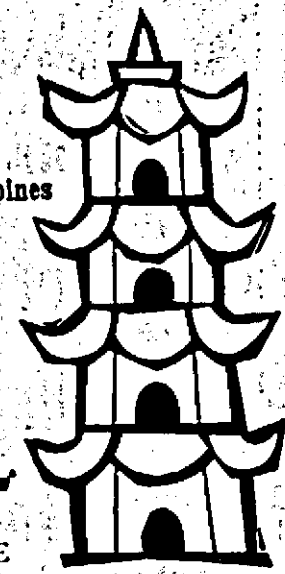
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## 3 great anniversaries make this a historic year to visit Britain

STAND SILENT in Westminster Abbey. Listen to a lively debate in the House of Commons. Wander across the green meadow of Runnymede. If history can be experienced anywhere, it's in these places, in this anniversary year.

### Parliament—first summoned in 1265

In 1265 Simon de Montfort, the son of a Frenchman, summoned the first English Parliament. Knights, burgesses, and "other honest men" were called to join in the deliberations.

You can attend debates at the House of Commons or the House of Lords by obtaining tickets from the American Embassy in London. Or you can take a chance and queue for admission.

### Magna Carta—signed in 1215

On June 15th, 1215, King John went unwillingly to Runnymede, a meadow by the Thames 15 miles from London, to sign the "Articles of the Barons." This event is being commemorated by a play at the Mermaid Theatre in the City of London and a special service at St. Paul's Cathedral. Both in June.

Make a Magna Carta tour in 1965. Start at the British Museum in London, where you can see a copy of the charter. Then go to Runnymede (frequent trains from Waterloo station to Kingston, river boat from Kingston to Runnymede). The new memorial to John F. Kennedy will be built there on the meadow this year.

Next, go to Windsor Castle, where King John made up his mind he would sign the charter. Then on to Bury St. Edmunds in Suffolk where the barons swore to make him do it.

From there go north to King's Lynn, near the tidal basin called "The Wash" where King John lost his treasures. Then on to Newark Castle, where John died. Ten miles away, you can see

the most perfect surviving copy of the Magna Carta, in Lincoln Cathedral. Complete your tour by travelling west to Worcester to see King John's tomb in the Cathedral.

### Westminster Abbey—consecrated in 1065

The original portions of Westminster Abbey were built by Edward the Confessor and consecrated in 1065, on the site of an earlier Benedictine Abbey. Two hundred years later Henry III rebuilt the whole church in a more magnificent style in Edward's honor, and his work survives to this day. Twenty-two English kings have been crowned here; and many rest here too.

Except on Sundays and during services, Westminster Abbey is open free to visitors.

### WHAT ABOUT COST? A few figures to help you

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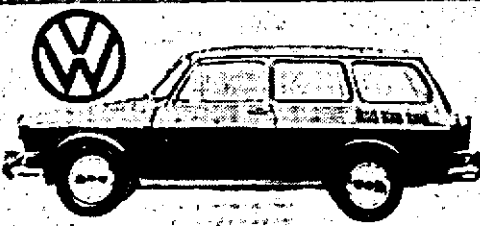
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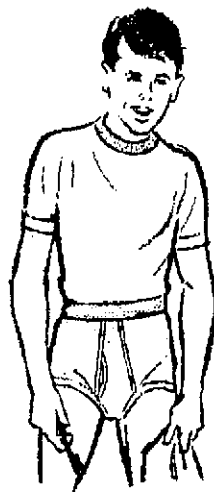
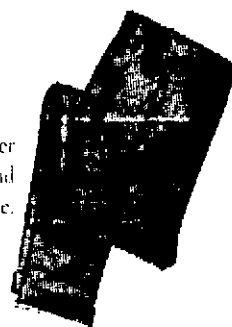
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## Chi Omegas to Greet Former Miss America

Miss Mary Ann Mobley, former Miss America, will be the special guest of her Chi Omega alumnae sorority sisters on Saturday for the group's "Spring Elusenia."

Walter Knott of Knott's Berry Farm will be the guest speaker for the event scheduled in the Sportsman's Lodge in North Hollywood with luncheon at 12:30 p.m.

Phi chapter of USC will be honored along with all living founding members of the chapter who will attend the Elusenia on Saturday and the celebration in the chapter house on Sunday. Members of active chapters will attend from the campuses throughout Southern California.

Mrs. Leland Perry of Long Beach will be presiding officer.

Alumnae from the Long Beach area planning to attend include Mmes. Stephen Harney, Earle G. Crandal, Bernard Knowles, Howard Myers, Alex A. Day, E. C. Faber, Robert Galloway, Wilis B. Blenkinsop, Reed Chunn and William Woelflin.



Lorena Tuttle  
... ABW Speaker

## CAREER CALENDAR

### Radio, TV Luminary to Speak

**HARBOR LIGHTS ABW**  
Lorena Tuttle, radio and tv personality, will be guest speaker at a dinner meeting Tuesday of Harbor Lights Chapter, American Business Women's Association, at Hody's Lakewood. With a long list of film and tv credits behind her, Miss Tuttle's most recent appearances have been on "Petticoat Junction" and "Valentine Day." Her topic will be "Radio and Television."

**SOROPTIMIST CLUB**  
Koo Ito, long time resident of Long Beach, will discuss

Japanese Art during noon luncheon meeting Friday of Soroptimist Club of Long Beach at Lafayette Hotel. He is proprietor of Scand-Asia, specializing in gifts and home decor.

**Health Session**  
"Your Food — Poisonous or Nutritious?" will be topic of Dr. Robert Howell at 7:30 p.m. meeting Wednesday of Long Beach Chapter, National Health Federation, at the Garden Room, 909 E. Third St.

**QUOTA CLUB**  
Plans for installation in April will be made when Quota Club of Long Beach meets at 7 o'clock Monday evening for dinner at Alfred's Restaurant.

**Glove Allure**  
In the ultrafeminine trend in spring fashions, gloves have not been overlooked. Many are far more ornate than in past seasons, with embroidered, straw and ribbon cuffs.



## In an Italian Mood

Sparkling fountain centerpieces, bright flowers and soft music will set stage at Balboa Bay Club for lavish "Roman Holiday" fashion show luncheon Thursday presented by Rossmoor Women's Club under direction of its Vogue Section. Ready to "go Italian" for day are Mrs. Dale Olinger (above, left), Mrs. Charles Hoyt, Florence Smales will commentate professionally modeled show, featuring attire for every occasion—at home or abroad. Reservations are being taken by Mrs. Robert Taylor, 3252 Bradbury Road, and Mrs. Charles Allen, 11842 Martha Ann Road.

## COMPETITION ON Summer Jobs Few, Seekers Are Many

One of the first harbingers of spring is the annual flurry of help wanted ads for camp counselors. The brief season for matching camp jobs to applicants starts early in the year and ends at about the time the crocus appears on the lawn.

However, for most would-be counselors eighteen or younger, it is over even before it starts. The Institute of Life Insurance points out that the employment picture for younger teen-agers generally is anything but bright.

This summer, there will be many more teen-agers looking for vacation jobs than ever before. However, the number of available jobs probably will be no greater than in 1961. In fact, it may be shrinking.

One solution—perhaps the most constructive one for many youngsters: devoting vacation time to work that offers rewards not in money but in experience and personal satisfaction.

Even there, however, there may be severe competition, and teen-agers interested in summer service work would do well to begin now looking for suitable openings. Religious, community and welfare organizations are good sources of information. So are school and public libraries, guidance teachers and the state employment service.

IN MANY cities there are volunteer bureaus that act as community clearing houses for local health and welfare agencies and other civic organizations that may offer summer employment to teen-agers. Most community agencies give preference to volunteers who are at least fifteen years old and who have been active in volunteer work on a regular basis throughout the year.

The Commission publishes "Invest Your Summer—A Catalogue of Service Opportunities," listing hundreds of unpaid jobs ranging from heavy construction work in Kentucky's Ozark mountains to organizing youth activities in a New York City slum, to working alongside youths from a half dozen nations in a remote hospital in Africa.

Information on camps sponsored by groups in other countries is available from the Co-Ordination Committee for International Voluntary Work Camps of the UNESCO, in Paris.

THE INSTITUTE of Life Insurance points out that summer service jobs offer a unique opportunity for young people to gain experience working with others, take on real responsibility and get to know professional people who often are outstanding leaders in their field.

In most types of service jobs, the applicant is expected to pay his or her transportation expenses and, in many cases, to meet at least part of the cost of food and lodging. Some sponsoring organizations, however, will consider waiving these requirements for especially well-qualified youngsters who can't afford to pay their own way.

While a volunteer summer job pays nothing, its other advantages sometimes outweigh the lack of salary. Such summer jobs have sometimes helped suggest the direction a young person ultimately wants his career to take. And they often furnish experience that proves valuable in college and beyond.



INSTALLED as state organizer for Sigma Phi Gamma, non-academic welfare and social sorority, was Mrs. Charles Holmes, Long Beach, during province meeting at Hacienda Hotel, San Pedro. Her duties will be to assist formation of new chapters throughout California.

### Spring Household Cleaning Aids

**Sav-on**

**LIQUID TREND**  
Clear or Pink  
Large 12 oz. Size  
4:1.00

**Sponge Mop**  
Cellulose sponge picks up more water. Heavy nickel chrome fish-squeezer. Ass't color sponges with white handle.  
1.98

**Dust Mop**  
EMPIRE — Nylon multi-type mop, head picks up more dust. Swivel connectors for hard to reach areas.  
1.98

**Masking Tape**  
Brown tape with many uses. 1"x154 ft.  
69c

**Vacuum Cleaner**  
BAGS — A size to fit most major upright and canister models. Ass't number of bags per pak.  
2 Paks 89c

**Bavarian TYPE BEER**  
Made by Grace Bros. in U.S.A.  
12 oz. Cans 8:1.00  
24 for 2.89

**AUTOMATIC Tooth Brush**  
G.E. — Safe, cordless battery operated handle. Recharging stand and 4 snap-in brushes included.  
14.88

**KODAK Instamatic 100 OUTFIT**  
Camera loads instantly... no threading, no fumbling — built-in flash. All needed items for wonderful snap-shots.  
12.28

**LADIES' Hair Brush**  
EMPIRE — Choice of half-round or 3 row professional styles. Translucent and pearl colors with white nylon bristles. 1.00 Val.  
49c

**EMPIRE Bath Brush**  
Pretty pink and bridal blue lustrous handles with matching "H-E" bristles. 1.00 Value  
59c

**JOHNSON & JOHNSON Baby Oil**  
Cleans, soothes and protects baby's tender skin. Enriched with soothing lanolin.  
59c Size 53c

**BONUS OFFER**  
on Black & White Film  
**FREE** Extra Set of Prints  
A Free Set of Jumbo Prints Refused with Every Roll of Black & White Film Left for Developing & Printing.  
2 Jumbo Prints for the Price of 1  
Regardless of Your Size of Film

**HOUSEHOLD Cleaning Aids**  
We Give BLUE CHIP STAMPS

**COMET CLEANSER**  
Measures out Stains  
14 oz. 2:29c

**"Split-Tip" BROOM**  
EMPIRE — Tips are split to pick up fine dust and dirt the eye can't see. Outlasts 5 ordinary brooms.  
1.79

**Bowl Brush**  
EMPIRE — Long handle, quality bristles. Colors.  
23c

**Dish & Sink BRUSH**  
EMPIRE — Plastic handle in ass't colors — nylon bristles... will not scratch.  
39c

**Pot & Pan BRUSH**  
EMPIRE — Plastic handle with crimped brass wire bristles that will not rust. Keeps bright surfaces like new. 69c Val.  
39c

**Household Gloves**  
"Start-Test" by FAULTLESS — Household glove with germ-fighting hexachlorophene. Ass't colors. S-M-L.  
59c

**"Rot-R" Brush Cleaner**  
Cleans and restores paint brushes or rollers. Bristle preservative added. Reg. 1.25 Qt.  
98c

**K2s Spot Remover**  
Lifts the spot clear out of the cloth... and never leaves a ring.  
1 oz. 55c  
1.00 oz. Tube with Brush 88c

**"Strip-It" PAINT & VARNISH REMOVER**  
Removes other types of coating also. Will not harm basic material.  
Qt. Can 1.69

**EPOXEE Glue**  
Strongest adhesive — non-toxic, transparent, waterproof. One drop holds tons. 1/2 oz. Tube 1.00 Size.  
69c

**LIQUID Metallic Solder**  
Can be applied cold... no heat needed. Waterproofs and weatherproofs.  
1 3/4 oz. 49c Size 39c

**Gasket Cement**  
Quick sealing... leakproofs all joints — for all gaskets.  
1 3/4 oz. 59c Size 44c

**Windshield Sealer**  
Makes a tight permanent seal. Withstands Heat, Cold & Moisture.  
1 3/4 oz. 75c Size 59c

**Tub 'n Tile Sealer**  
White waterproof adhesive. Flexible, never becomes brittle.  
5 oz. 1.00 Size 69c

**PEPSODENT TOOTH PASTE**  
19c Family Size  
2:1.00

**Head & Shoulders SHAMPOO**  
for Dandruff  
2.4 oz. Jar 69c  
8oz. Size

**COSTUME Jewelry**  
Earrings  
Necklaces  
Bracelets • Pins  
1.00 Value Your Choice 78c

**Easter PLUSH**  
2.00 Foam Filled  
Choice of 14" Cuddly Bunny, 13" Begging Bunny, 10" Swift Bunny, 10" Dory Bunny or 12" Dory Bunnidoll. Ass't colors.  
1.79..

**3.00 Tweak 'n Squeak Bunnies**  
4 assorted bunnies to choose from. Each has a voice maker in tummy. All sani-foam filled. Pastel colors.  
2.69

**4.00 Assortment**  
Choice of 21" Bunny, 15" Sitting Bunny, 13" Frisky Bunny (all with Tweak 'n Squeak voice) or 14" Comical Duck in colorful brown, gold color.  
3.69..

**VIM Heavy Duty Detergent TABLETS**  
Giant 48 Tab Size  
2:1.00

**GLADE MIST Air Freshener**  
Ass't Fragrances  
7 oz. Cans  
2:1.00

**Prune Juice**  
SUNSWEEP Unsweetened  
Qt. 39c

**REYNOLDS Broiling Foil**  
Pure Aluminum  
11"x20 ft.  
33c

**PEPSODENT Tooth Brushes**  
69c Adults  
3:1.00

**KAL KAN Dog Food**  
M.P.S. Chunk Style  
14 oz. Cans  
6:1.00

**Sav-on VITAMINS**  
Multi-Vitamins  
A dietary supplement of 30 vitamins and minerals combined in one capsule. 100's 2.75

**Therapeutic FORMULA**  
with B-12... High concentration of all vitamins... aids in vitamin deficiencies. 100's 2.69

**TAMPAX**  
in Discreet Pak  
Choice of Regular or Super  
Box of 48 1.19

**SCORE Spray**  
Deodorant for Men  
4 oz. 89c

**PEPTO-BISMOL**  
for relief of UPSET Stomach, indigestion and nausea.  
8oz. 8 oz. Size 79c

**LAVORIS**  
Mouthwash & Gargle — Pleasant tasting... keeps breath fresh.  
8oz. 1 1/2 oz. Size 79c

AD PRICES PREVAIL  
March 21st to March 24th  
Sunday through Wednesday

**Sav-on SELF-SERVICE DRUG STORES**  
Open 9 A.M. to 10 P.M. — 7 Days A Week

Bring Your Next Prescription in to Sav-on Drugs

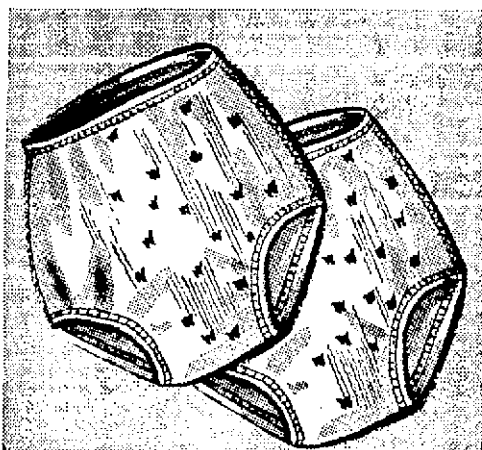


**Penneys**  
ALWAYS FIRST QUALITY

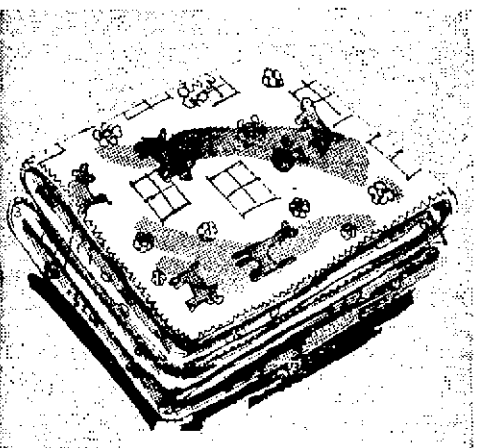
Here's a savings event to shout about! We're celebrating another year of service to you and to communities from coast to coast with the most exciting buys we could gather!

# COMPARE THE VALUES!

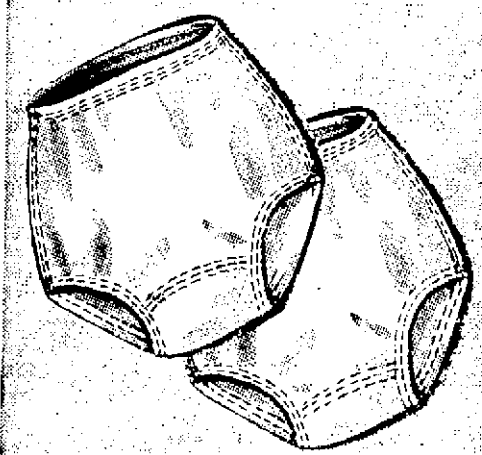
## INFANTS' SPECIALS!



**WATERPROOF PANTS**—Plastic coated circular knit rayon. Comfort cut. Assorted colors ..... **4 for \$1**



**RECEIVING BLANKETS**—Durable woven cotton in baby-happy prints. Soft and fluffy ..... **2 for \$1**



**TRAINING PANTS**—Absorbent double body cotton knit triple thickness crotch. Hurry! ..... **4 for \$1**

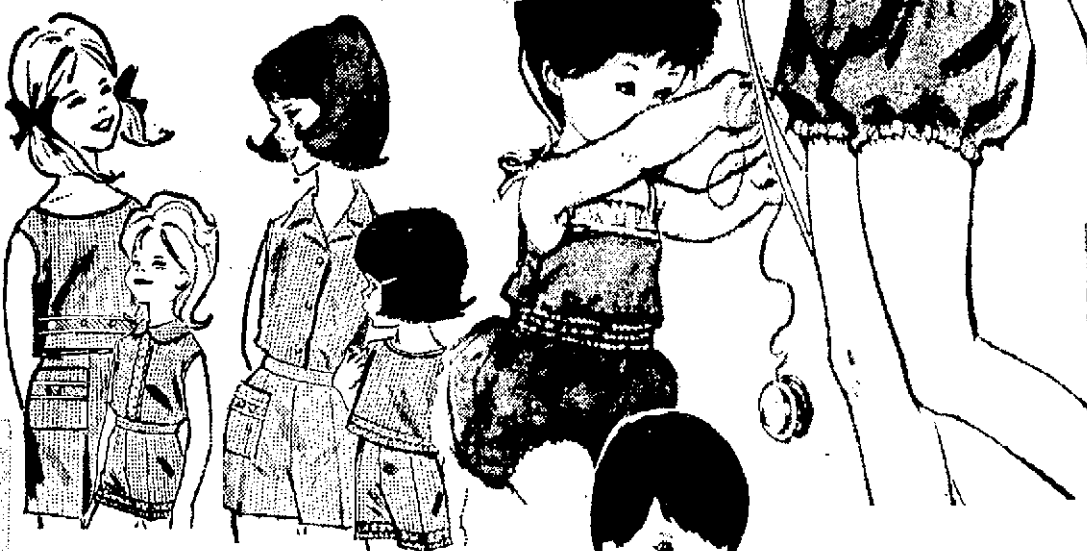
## Girls'

## Bloomer Playsuits

SIZES 1 TO 4  
3 TO 6x  
7 TO 14

**88¢**

Here is her favorite summer style in quality cotton. All priced to afford sis a complete play wardrobe at generous Penney savings! Popular bloomer playsuit styling with shoulder tie, dirndl waist, elasticized leg and neck opening. Solid colors as well as prints. All Penney tested for lasting good fit . . . daisy-fresh, washing machine results.



## GIRLS' CROP TOP AND SHORT SETS

**88¢ \$1** SIZES 1 to 4 3 to 6x

Crisp sets of color-cued crop tops and shorts fashioned in cool quality cottons . . . now at a special savings price! Choose several sets and switch them about to make several outfits. (Similar to styles shown).



## TODDLERS' POLO TOPS COTTON KNIT

**2 for \$1** 1-4

Top necessities for busy youngsters, in colorful patterns with rib collarettes, reinforced snap shoulder, gripper closing for easy off 'n on!

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



# 3 BIG STORES TO SERVE YOU

• DOWNTOWN  
LONG BEACH  
FIFTH AND PINE

• LOS ALTOS CENTER  
BELLFLOWER AT  
STEARNS

• BELLFLOWER  
BELLFLOWER AT  
ARTESIA BLVD.

**Penney's**  
ALWAYS FIRST QUALITY

COMPARE the dollar-for-dollar value of everything you buy at Penney's.  
Check the styling, the construction, the low price—unmistakable value!

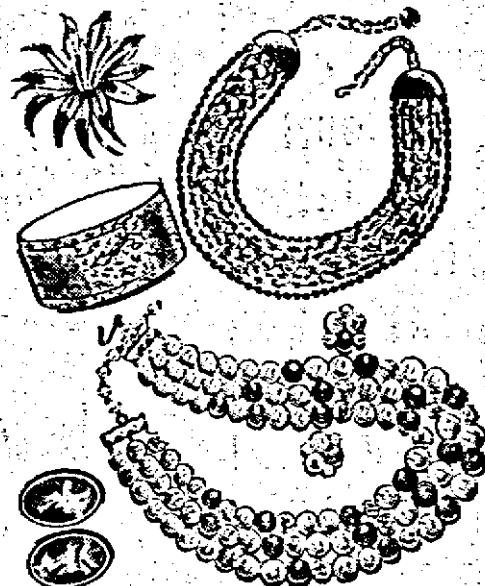
## ANNIVERSARY



**PENNEY  
SPECIAL! AVRIL®  
AND COTTON  
DUSTERS**

**\$2**  
only

Cheerful spring - perfect colors brighten these brisk, breezy robes of easy-care, wash - and - wear Avril® rayon and cotton. Shortened sleeves, roomy patch pockets. Sizes 10 to 18.



**COSTUME JEWELRY CLOSEOUT —  
SAVE AT PENNEY-WISE PRICES!**

**4 FOR \$1\*** Plus Fed. Tax

Here's a jewelry collection like you've never seen before! Lovely necklaces in one to five rows of uniform, graduated or multi-strings, with earrings to match . . . stunning pins, exciting bracelets — find both tailored and dressy styles! Save now!



**OUR OWN GAYMODE®  
SEAMLESS HOSIERY**

**2 PAIR 78¢**

Now's the time to take advantage of Penney's anniversary savings! Glamorously sheer Gaymode® seamless nylons in shades of Suntan or Gala. Sizes 8½ to 11. Average Length.



**SIZES 2 TO 8  
BOYS' PRE-SCHOOL  
COTTON DENIM  
BOXER JEANS**

**77¢**

Boys' big value jeans are rugged all cotton denim that's been lab-tested, reinforced! Perfect for now and seasons to come! 2 roomy pockets hold all play gear. Flexible full elastic waistband lasts through machine washings! Save plenty!

**Terrific Special Buy!**

**WOMEN'S  
SOFTIE SLIPPER**  
**2 FOR \$1**

Tote 'em along to the picnic, to the seashore . . . our folding slippers come in their own handy carrying case! So easy to pack . . . ideal with slacks and sportswear. Supple vinyl plastic uppers, split leather outsole . . . what comfort. Assorted colors.



**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



Come see for yourself—breathtaking specials in every department... timely needs for your family, your home... all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY



**REDUCED!  
FOR A LIMITED TIME!**

## TOWNCRAFT® DRESS SHIRTS

Reg. 3.25 and 2.98 NOW . . .

Dozens of collar styles, sleeve styles—regular or tapered, in white solids, stripes. Cotton or Dacron® polyester-cotton. Every shirt reduced . . . save now!

**2 FOR \$5**

Reg. 3.98 Shirts NOW . . . . .

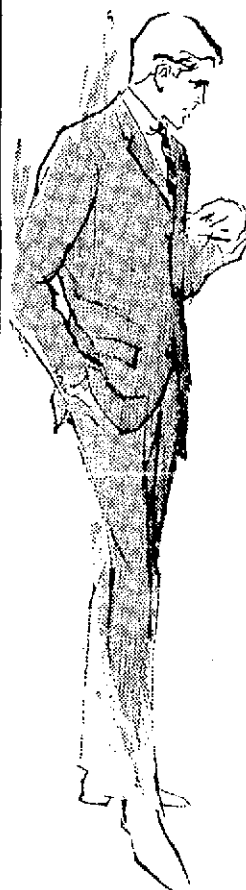
Luxury easy-care fabrics. Long or short sleeves. White, solids, stripes . . . lots more. Fortrel® polyester, Pima cotton or Dacron®-cotton. Buy now . . . and save!

**3 FOR \$10**

## MEN'S ASSORTED SPORT SHIRTS

you'll want to fill every drawer . . . and your closets, too! Men's short sleeve shirts in a striking assortment of popular fabrics and patterns. Full cut for comfort, Penney tailored for comfortable wear! Choose your favorite plaids, stripes, checks, more!

**4 FOR \$5**



## MEN'S SUIT SPECIAL!

**19<sup>88</sup>**

3-button, subtly tailored natural shoulder. Plain front trousers, youthful styling. Easy-care blend of 65% Dacron® polyester and 35% cotton poplin. Olive, clay, black in proportioned sizes.



## SPECIAL! matched work sets

Heavy duty 8.2-ounce cotton Army twill pants. Long rugged wear. A very low price, because they're Penney's own!

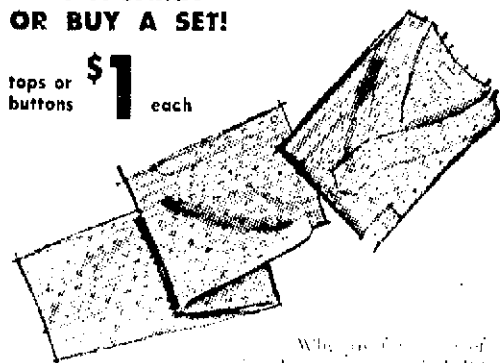
only **1<sup>99</sup>** pants

Matching shirts, in long or short sleeves, are 5-ounce cotton Army twill. Reinforced for longer wear. Vandyed, Sanforized! Extra low price!

**2 FOR 2<sup>99</sup>** shirts

## MEN! HAVE HALF-A-JAMA OR BUY A SET!

tops or buttons **\$1** each



Why pay for a set of p.j.s when you can buy half? Now, at Penney's, buy the pair you wear top or bottom. Printed cotton broadcloth.

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



**Penneys**  
ALWAYS FIRST QUALITY

Here's a savings event to shout about! We're celebrating another year of service to you and to communities from coast to coast with the most exciting buys we could gather!

# COMPARE THE VALUES!

## REPEAT OF A SELL-OUT! EASY-CARE NYLON JERSEYS

only **3<sup>88</sup>**

Sizes 12-20, 14½-22½

The last time we had easy-care nylon jersey dresses at this low price, they flew off the racks! Now we've more prints, more colors, more styles — for even greater values! Have a breezy summer in florals, prints, paisleys, checks!



## WOMEN'S IMPORTED ITALIAN BULKY SWEATERS

**7<sup>77</sup>**

Luxurious looking sweaters that are a wonderful blend of 80% wool, 10% Mohair and 10% nylon. Handsome bulky knits in popular collarless cardigan style. Luscious pastel shades. We'll bet you'll want several!



## FANCY-FREE DACRON® AND COTTON SKIRT SETS

**\$5**

Penney practicality where it counts! The easy-care Dacron® polyester and cotton blend gals love, styled in favorite fashion form — and tagged at a lower-than-low Anniversary price! And what sunny pastels! Blue, pink, light green, beige or maize! 8-18.



## WOMEN'S HELANCA® TWO-WAY STRETCH ANKLE PANTS

SIZES  
10 to 18

**4<sup>99</sup>**

Horizontal and vertical Helanca nylon stretch for ultimate comfort. Elasticized waistband for better fit. Ideal to pair with sweaters or blouses. So smart and tailored looking.



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# COMPARE THE VALUES!

## BETTER QUALITY SLEEPWEAR at a roaring low price!

You'll roar your approval of this spectacular value! Finest quality sleepwear at just 1.99! Dozing beauties in popular full-length pajamas, tailored from soft cotton broadcloth in dreamy prints and solids—delightful waltz gowns in printed batiste or solid color Dacron® polyester, nylon 'n cotton. Spring-happy colors that machine wash. Sizes S.M.L., pajamas 32 to 40.

**1.99**  
EACH

## SPECIAL PURCHASE! NEW SPRING HANDBAGS

**1.99\***  
\*PLUS  
FED  
TAX

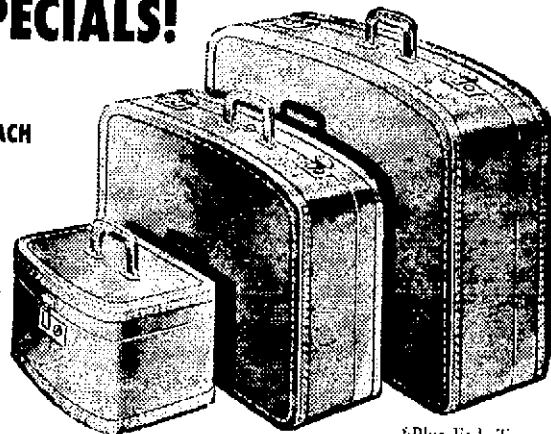
Scoop up the handbag catches of the season! At Penney's way-down prices you can afford to buy a bag for every wardrobe need. All in wipe-clean vinyl plastics 'n patents. Assorted shapes and styles in black, white and bone. Hurry for values!



## LUGGAGE SPECIALS! DOME TOPS

YOUR CHOICE **\$6\*** EACH

Choose from weekenders, pullmans and beauty cases. Sturdy 3-ply wood veneer frames! Roomy pockets. Charcoal or white! Charge a set today and save at Penney's.



\*Plus Fed. Tax

### WOMEN'S ACETATE BRIEFS

**4 for \$1**

Ultra-smooth, luxurious acetate tricot briefs cut to our own exacting specifications. Choose white or delicate pastels. Sizes S.M.L.

### CIRCLE STITCH BRASSIERES

**\$1**

What a value! Short line bra with circular stitched cups for superb fit. White 32-40, A, B, C cups. Buy and save!

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



Come see for yourself—breathtaking specials in every department... timely needs for your family, your home... all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY

## Uniform Jamboree



**4<sup>88</sup>**

**TWO  
PIECE  
AND  
SHEATH  
STYLES**

**JUNIOR  
AND  
MISSES  
SIZES**

Nylon stabilized stitch knit uniforms that are duty-bound to stay the wash-'n-weariest, crisp 'n freshest professional fashions in town. Don 'em, dunk 'em, hang 'em up to dry... and jiffy-quick they're out 'n about again. Choose from smart two-piece style as shown or one-piece sheath.

**FASHION  
FAVORITE  
BLOUSE**

**2<sup>98</sup>**



Crisp mixture of 65% Dacron polyester and 35% cotton. Add elegant charm to suits, slacks, skirts via the feminine frilly front. Easy-care — just wash and drip dry in a flash — they'll keep their fresh new look all day long. White! Sizes 30 to 38.

**Terrific Value!**

**COLORFUL  
COTTON  
TERRY  
ROBES**

**\$5**

Colorful as freshly-cut flowers are the prints on these cotton terry cloth robes. Just drop them in the washer and they'll come out soft and bright as new. Also a few solid colors. Yoke style... three-quarter sleeves.



**BIG SAVINGS!**

**WOMEN'S  
FLORAL SHIFTS IN  
SATEEN . . . POPLIN**

**2<sup>99</sup>**

Bold, beautiful shifts in marvelous cotton poplin or sateen. Choose from five smashing styles... Spring's favorite colors. Fabulous buy from Penney's Roaring Anniversary celebration! Sizes S. M. L.

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



Come see for yourself—breathtaking specials in every department... timely needs for your family, your home... all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY



48" wide at pinch pleated top  
45", 54", long

**2<sup>88</sup>**  
PAIR

**anniversary special!**  
**our lowest price ever on**  
**fiber glass short drapes**

TEXTURED GLOWING COLORS  
HAND WASH AND HANG

FULL LOVELY DRAPING  
NEVER IRON EASY-CARE

Beautiful textured flowing fiber glass draperies with pinch pleated tops . . . full 82" wide across the bottom for lovely draping. And, you know the easy-care wonder of fiber glass—just hand wash and hang to dry. A stunning value to scoop up fast! Buy in choice decorator colors: • white • beige • gold • turquoise.

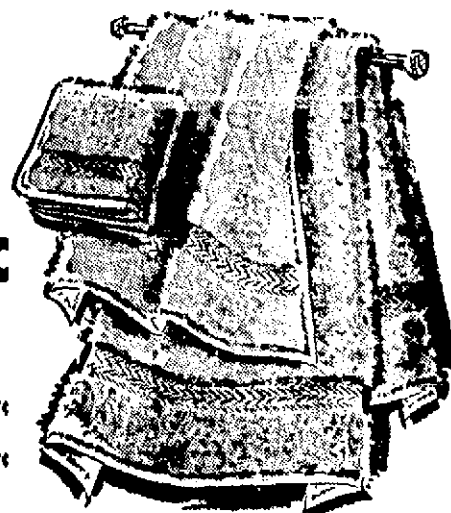
## Solid Color TOWELS

BATH  
SIZE

**77¢**

HAND TOWELS 2 for 77¢

WASH CLOTHS 4 for 77¢



Scoop up an armful and refresh your bath decor for this remarkable low price . . . just 77c for a big, thirsty, bath-size towel. And that's not all: they are fashioned with guaranteed non-pucker Dobby borders. Better shop early!



## THERMAL BLANKET KEEPS YOU WARM OR COOL

**5<sup>99</sup>**

Fashionair, our famous year-round blanket with unique cellular weave. Toss on a light cover in winter and you're warm as toast, use it alone it's cool in summer. All cotton, nylon binding. Machine wash. White, pink, sand, blue, gold, avocado.



## SAVE! DACRON® POLYESTER MARQUISSETTE PANELS

41" WIDE  
AND  
81" LENGTH

**99¢**  
EA.

Beautifully sheer panels of fabulous Decron® polyester marquisette at the most fantastic price! So easy care . . . just wash, drip dry 'n they're ready to hang. White.

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



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# COMPARE THE VALUES!



## GIRLS' COTTON SHIFTS

**1<sup>98</sup>**

SIZES  
3 to 6x

You'll find the niftiest little shifts at Penney's for the neatest little prices. Double-kick pleat styles in delightful butterfly or scroll print cottons. Pink or blue. Or choose blue or red striped-flounce style in white cotton duck. Jolly good shifting here for little sis or big sis.

**2<sup>98</sup>**

SIZES  
7 to 14



## Girls' Cotton Knit Suits

Cute as a bunny—and fashion-wise, too! Cotton knit favorite for comfy, easy-care and year-round wear! Pleated and a-line skirts . . . teamed up with blazer and cardigan jackets! Solids and jacquards! Spring-fresh colors, too. Sizes 6 to 14.

**\$6**

SIZES 6 to 14

### Special Buy! Girls' Combed Cotton Briefs

**4 for \$1**

Great Penney savings! Combed cotton briefs made to Penney's own specifications! Band leg styling. White only. In girls sizes 4 to 14.



### "Jib" Shirts and Shifts for Girls

**2 for \$3**

What fashion, what fun! Sleep shifts and shirts in colorful prints that wash and wash! Scoop them up now! In girls' sizes 4 to 14.

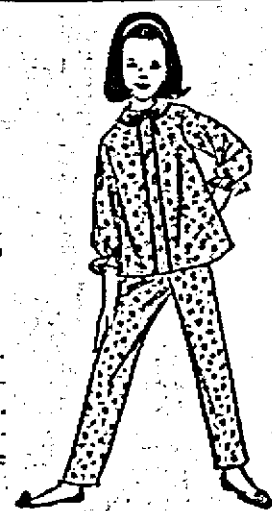


### GIRLS' COTTON FLANNEL PAJAMAS

SIZES  
4 to 14

**99¢**

Terrific buys on warm, comfy cotton flannelette pajamas in an assortment of novelty styles . . . solids, checks and prints! All 2-piece styles many colors in the group.



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## Famous Name Fabrics at Low Prices...



**CREME PUFF** When you see our Creme Puff you'll recognize immediately what wonderful savings you get at Penney's. This is the luxurious Dacron polyester crepe, with every easy-care feature you could ask for, that comes in such exquisitely soft colors, delightful stripes and polka dots. It drapes, shapes, pleats to perfection, makes up so beautifully you'll want yards and yards.

**1<sup>17</sup>**  
YD.

**CARA MIA** Supple, easy care "Cara Mia" crepe... that marvelous blend of Arnel® triacetate and Fortrel® polyester that washes and drip dries in seconds, needs almost no ironing. Vari-colored prints as well as solid colors.

**99<sup>c</sup>**  
YD.

**WONDER BLENDS** Count on Penney's to give you fashion fabrics for less! Wonder Blend (65% Dacron polyester and 35% Avril rayon) is a perfect blend for spring and summer wardrobes. Machine washes, shrugs off wrinkles, needs little or no ironing. Prints and solid colors.

**66<sup>c</sup>**  
YD.

### ASSORTED REMNANTS!

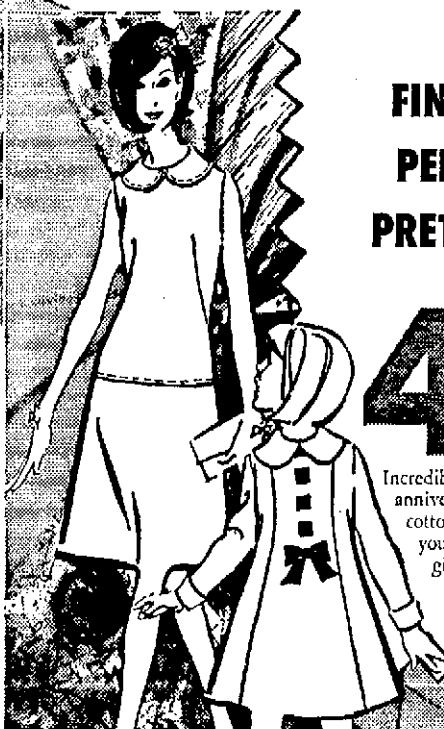
Useable lengths in Penney's top quality yardage at just HALF of its regular price. Terrific savings if you can find just what you need. Cotton... wools... blends... you name it and we've probably got it.

**1/2 PRICE**

### FINE COTTON PERCALES IN PRETTY PRINTS

**4 yds. \$1**

Incredible value specially for our big anniversary event! Top quality cottons enough for a dress for you, two dresses for your little girl. Other things to make when you see this great assortment. But be sure to shop early, they'll go fast!



**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



Come see for yourself—breathtaking specials in every department... timely needs for your family, your home... all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY

**ANNIVERSARY SAVINGS  
FOR BOYS**

## BOYS' FINE KNIT SPORT SHIRTS

**1<sup>33</sup>**

SIZES 6 to 16

That's right, just 1.33 for these good-looking sport shirts! These classic knits are Vycron® polyester and cotton that wash like a dream and require no ironing. Applique on chest. Sizes 6 to 16.

## BOYS' COTTON TWEILL STURDY JEANS

**3<sup>FOR</sup> \$5**

Here are truly terrific Anniversary values that you can't afford to miss. Good looking, rugged jeans in fineline cotton twill, with side tabs for trim fit. Proportioned sizes; machine washable. Sand and Loden green.



**Junior  
Specials ... 4 for \$5**



### JR. BOYS' SPORT SHIRTS

gigantic sport shirt selection... short sleeve cottons in stripes, gingham plaids, seersuckers. Get the jump on spring and summer. Stock up now. Sizes 2 to 7.

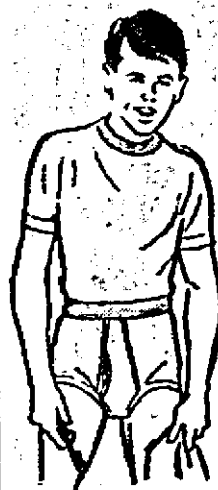
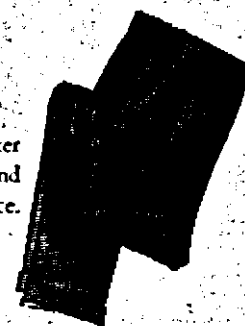
**4<sup>FOR</sup> \$5**

### JR. BOYS' BOXER SLACKS

Zantrel®-cotton blend slacks buy

... hurry to Penney's to get your share. Half-boxer slacks in rugged-weave Zantrel® polynosic rayon and cotton fine line gab. Grand color choice. Low, low price.

**4<sup>FOR</sup> \$5**



### BOYS' COTTON T-SHIRTS AND BRIEFS ... ANNIVERSARY PRICED

SIZES  
4 to 16

**2<sup>FOR</sup> 77¢**

Terrific buy! Selected fine cotton—extra-strong for long wear, yet soft, absorbent. Flat-knit T-shirt has nylon reinforced collarlette for shape retention. Rib-knit briefs have heat-resistant elastic waistband. Stock up now, at this low price—save!

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



Come see for yourself—breathtaking specials in every department... timely needs for your family, your home... all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY



## PATIO SPECIAL! DELUXE PADDED CHAISE LOUNGE

**13<sup>88</sup>**

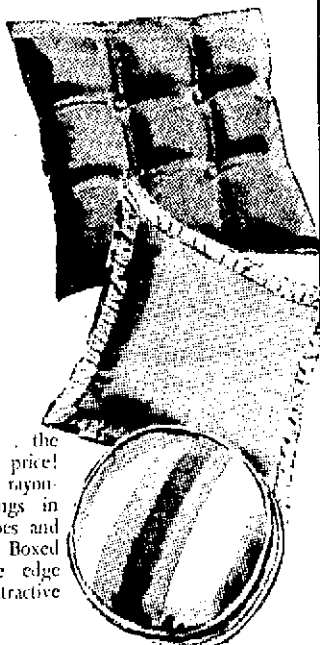
Charge it!

Polished tubular aluminum frame adjusts to 4 positions, has full wrap-around arms. Gay floral, all-weather pad wipes clean, features 3" thick box edge! 5" wheels make chaise easy to move. Big 24"x73" size. Hurry, it's a big buy!

## DECORATOR PILLOWS

**2  
FOR  
\$3**

Gay toss pillows... the season's catch at this price! Cotton corduroy or rayon-acetate blend coverings in color-coordinated stripes and solids. Kapok filled. Boxed square, round, knife edge styles. They make attractive gifts, too!



## spectacular values! patio furniture

**6<sup>99</sup>**

folding web chaise  
big 25x72"

**2 FOR 6<sup>99</sup>**

folding web chairs  
23x32"



Fabulous buys! Extra roomy, extra special! Full size chair and extra big, 5-position adjustable chaise are so comfortable, you may want to use them in the house, too! Sturdy, durable 2 1/4" polypropylene webbing. Rust resistant 1" polished tubular aluminum frames! Chaise features double tubular arms, too! Non-tilt legs! Green with white. Charge 'em.

## BIG 24"x72" CHAISE LOUNGE PADS

At this price, you can rejuvenate your chaise and buy extra throws for the lawn and deck! Comfortable, all-weather pad wipes clean. Gay floral patterns... gay savings, too!

**4<sup>88</sup>**

SPECIAL PRICE



**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**

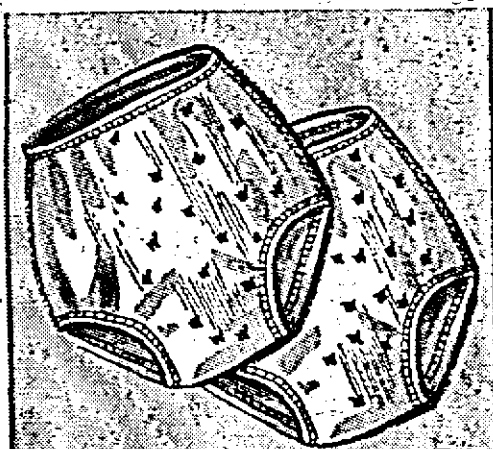


**Penneys**  
ALWAYS FIRST QUALITY

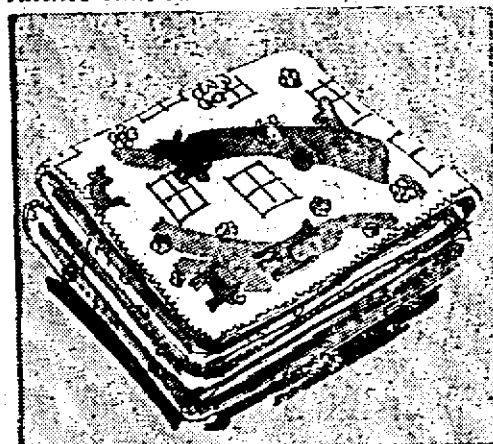
Here's a savings event to shout about! We're celebrating another year of service to you and to communities from coast to coast with the most exciting buys we could gather!

# COMPARE THE VALUES!

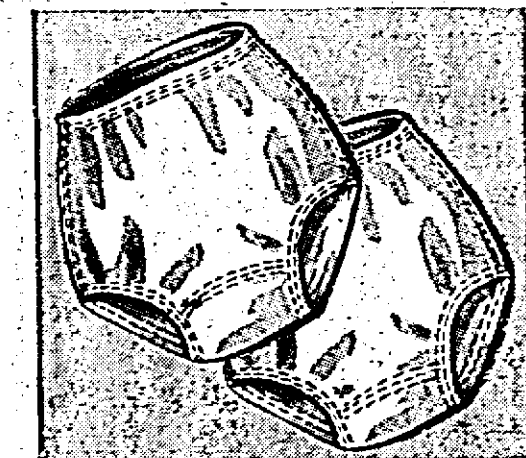
## INFANTS' SPECIALS!



**WATERPROOF PANTS**—Plastic coated circular knit rayon. Comfort cut. Assorted colors. **4 for \$1**



**RECEIVING BLANKETS**—Durable woven cotton in baby-happy prints. Soft and fluffy. **2 for \$1**



**TRAINING PANTS**—Absorbent double body cotton knit triple thickness crotch. Hurry! **4 for \$1**

## Girls'

## Bloomer Playsuits

SIZES 1 TO 4

3 TO 6x

7 TO 14

**88¢**

Here is her favorite summer style in quality cotton. All priced to afford sis a complete play-wardrobe at generous Penney savings! Popular bloomer playsuit styling with shoulder tie, dirdl waist, elasticized leg and neck opening. Solid colors as well as prints. All Penney tested for lasting good fit . . . daisy-fresh, washing machine results.



## GIRLS' CROP TOP AND SHORT SETS

**88¢ \$1** SIZES 1 to 4 3 to 6x

Crisp sets of color-cued crop tops and shorts fashioned in cool quality cottons . . . now at a special savings price! Choose several sets and switch them about to make several outfits. (Similar to styles shown).



## TODDLERS' POLO TOPS COTTON KNIT

**2 \$1** 1-4 for

Top necessities for busy youngsters, in colorful patterns with rib collarettes, reinforced snap-shoulder gripper closing for easy off 'n on!

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



# 3 BIG STORES TO SERVE YOU

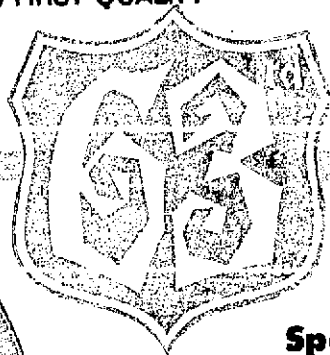
• DOWNTOWN  
LONG BEACH  
FIFTH AND PINE

• LOS ALTOS CENTER  
BELLFLOWER  
AT STEARNS

• BELLFLOWER  
BELLFLOWER  
AT ARTESIA BLVD.

COMPARE the dollar-for-dollar value of everything you buy at Penney's  
Check the styling, the construction, the low price—unmistakable value!

**Penney's**  
ALWAYS FIRST QUALITY



## ANNIVERSARY

### Special WOMEN'S STRAW SANDALS

Colors and styles to go with all your playwear. These gay straw sandals are a "must" for your Spring-Summer plans. Scoop 'em up in tan, black or white. Save today at Penney's!

SIZES 5 TO 10

### WOMEN'S VISUAL PAK SLIPPERS

Just the answer for that vacation coming up! Easy to pack slippers because they come in their own little plastic bag. Plastic top, composition sole. Assorted colors.

LOOK

WHAT

\$1

BUYS

AT

PENNEY'S

### Save on WOMEN'S VINYL SANDALS

Colors and styles to go with all her playwear! These practical vinyl sandals are a 'must' for your Spring-Summer plans. In tan, black or white. Get several pairs to day at Penney's!

SIZES 5 TO 10

Special Buy!

### MEN'S VINYL CASUAL SANDALS

### "HUG-ABLE" TERRY SLIPPERS

Another terrific slipper buy! "Hug-able" terry slippers that are 62% cotton and 38% stretch nylon. Vinyl molded rubber sole. Pastel colors.

The menfolk in the family will live in these comfortable sandals come summer. So easy to step into the vinyl plastic upper (toe straps only). Thick sponge rubber soles. Ideal for beach, patio or just loafing around.

ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY



Come see for yourself—breathtaking specials in every department...timely needs for your family, your home...all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY



**REDUCED!  
FOR A LIMITED TIME!**

## TOWNCRAFT® DRESS SHIRTS

Reg. 3.25 and 2.98 NOW . . . .

Dozens of collar styles, sleeve styles—regular or tapered, in white solids, stripes. Cotton or Dacron® polyester-cotton. Every shirt reduced . . . save now!

**2 FOR \$5**

Reg. 3.98 Shirts NOW . . . . .

Luxury easy-care fabrics. Long or short sleeves. White, solids, stripes . . . lots more. Fortrel® polyester, Pima cotton or Dacron® cotton. Buy now . . . and save!

**3 FOR \$10**

## MEN'S ASSORTED SPORT SHIRTS

You'll want to fill every drawer . . . and your closets, too! Men's short sleeve shirts in a striking assortment of popular fabrics and patterns. Full cut for comfort, Penney tailored for comfortable wear! Choose your favorite plaids, stripes, checks, more!

**4 FOR \$5**



## MEN'S SUIT SPECIAL!

**19<sup>88</sup>**

3-button, softly tailored natural shoulder. Plain front trousers, youthful styling. Easy-care blend of 65% Dacron® polyester and 35% cotton poplin. Olive, clay, black in proportioned sizes.



## SPECIAL! matched work sets

Heavy duty 8.2-ounce cotton Army twill pants. Long, rugged wear. A very low price, because they're Penney's own!

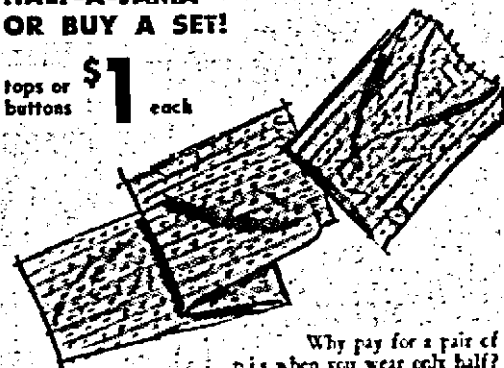
only **1<sup>99</sup>** pants

Matching shirts, in long or short sleeves, are 3-ounce cotton. Army twill. Reinforced for longer wear. V-dyed, Sanforized®. Extra-low price!

**2 FOR 2<sup>99</sup>** shirts

## MEN! HAVE HALF-A-JAMA OR BUY A SET!

tops or buttons **\$1** each



Why pay for a pair of p.j.s when you wear only half? Now, at Penney's, buy the part you wear—top or bottom. Printed cotton broadcloth.

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



# TeleViews

Sunday, March 21, 1965

Tom Poston's  
Success Story  
(See Page 13)

TELEVISION LOG OF THE EVENING NEWS AND THE INDEPENDENT-PRESS-TELEGRAM

## BERT'S EYE VIEW

# Actor Ronald Reagan Deplores Ratings 'Panic'

By BERT RESNIK  
TV and Radio Editor  
There is, according to  
Ronald Reagan, one general  
ratings' fact that is pretty

much unknown to the public.

"That fact is," said Reagan, "that one-third of the television sets in this nation

are dark every evening during prime-time viewing hours."

In his opinion, there are several reasons that con-

tribute to the dark sets.

First, there is the over-worked series concept where the same actors play the same continuing roles along the same basic idea.

Second, there is an "almost official neglect" of the anthology. In terms of television consideration, an anthology is that type of program where a different play with non-continuous roles and changing actors is presented every week.

Third, there is television's failure to advertise itself.

IT IS THE second point, the neglect of the anthology, that most disturbs Reagan.

Don't tell him the public doesn't want anthologies.

"The public," he said, "wants good entertainment."

As an example of a successful anthology, he cites "Death Valley Days," the syndicated program he hosts and will star in as a Navy captain this week. It airs 7 p.m. Wednesday on KNBC (channel 4). The series is in its 13th year.

"It deals with the west and it contains the element of truth," said Reagan. "Other than these two restricting factors, it's a true anthology."

From 1954 through 1962, Reagan was host for another anthology, "The General Electric Theater."

It was during the eighth year of that span, that the ratings put "GE" in second place for the first time.

"AND WE weren't in second place that badly," said Reagan.

He suggested that the anthology be expanded to an hour to meet the competition of the No. 1 show, "Bonanza," but his appeal went unheeded.

"I don't understand why, in most phases of show-business, people who have proven successes still lack a great deal of confidence in their judgment."

"One adverse remark panics them."

"In television, it is the ratings that create the panic."

Rather than become panicky.  
(Continued on Page 17)



RONALD REAGAN, HOST OF 'DEATH VALLEY DAYS'



**Penneys**  
ALWAYS FIRST QUALITY

Here's a savings event to shout about! We're celebrating another year of service to you and to communities from coast to coast with the most exciting buys we could gather!

# COMPARE THE VALUES!

## BETTER QUALITY SLEEPWEAR at a roaring low price!

You'll roar your approval of this spectacular value! Finest quality sleepwear at just 1.99! Dozing beauties in popular full-length pajamas, tailored from soft cotton broadcloth in dreamy prints and solids—delightful waltz gowns in printed batiste or solid color Dacron® polyester, nylon 'n cotton. Spring happy colors that machine wash. Sizes S.M.L., pajamas 32 to 40.

**1.99**  
EACH

## SPECIAL PURCHASE! NEW SPRING HANDBAGS

**1.99\***  
\*PLUS FED TAX

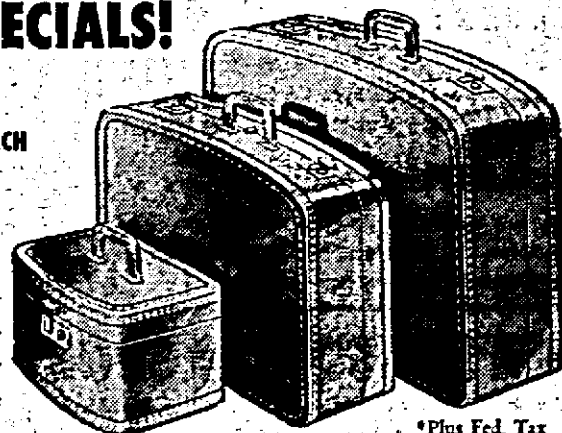
Scoop up the handbag catches of the season! At Penney's way-down prices you can afford to buy a bag for every wardrobe need. All in wipe-clean vinyl plastics 'n patents. Assorted shapes and styles in black, white and bone. Hurry for values!



## LUGGAGE SPECIALS! DOME TOPS

YOUR CHOICE **\$6\*** EACH

Choose from weekenders, pullmans and beauty cases. Sturdy 3-ply wood veneer frames! Roomy pockets. Charcoal or white! Charge a set today, and save at Penney's.



\*Plus Fed. Tax

### WOMEN'S ACETATE BRIEFS

**4 for \$1**

Ultra smooth, luxurious acetate tricot briefs cut to our own exacting specifications. Choose white or delicate pastels. Sizes S.M.L.

### CIRCLE STITCH BRASSIERES

**\$1**

What a value! Short line bra with circular stitched cups for superb fit. White. 32-40, A, B, C cups. Buy and save!

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**

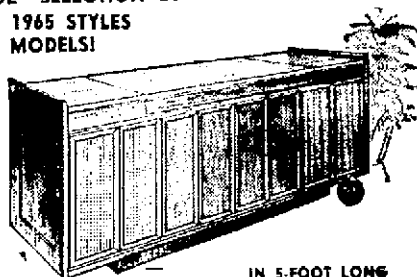


# There's NO PLACE Like DOOLEY'S For Low Money-Saving PRICES!



## A Symphony of Style and Sound

LARGE SELECTION OF  
NEW 1965 STYLES  
AND MODELS!



IN 5-FOOT LONG  
OIL-RUBBED WALNUT CABINET

You've got to see this console!  
It has all the desirable features!  
Model RC7691

DOOLEY'S LOW PRICE

**358<sup>88</sup>**

### GENERAL ELECTRIC

Newest 1965 ALL SOLID STATE Transistor

### STEREO CONSOLES

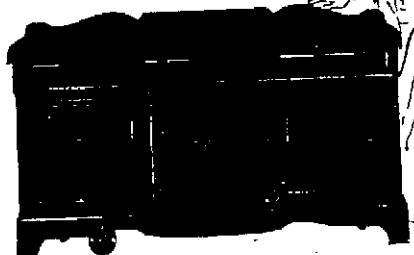
with AM/FM-FM STEREO RADIO



IN 5-FOOT OIL-RUBBED  
COLONIAL MAPLE CABINET

This stereo console has  
all the desirable extras!  
Model RC7692

DOOLEY'S LOW PRICE



Tape Deck Stereo Avail-  
able at Additional Cost.

**374<sup>88</sup>**

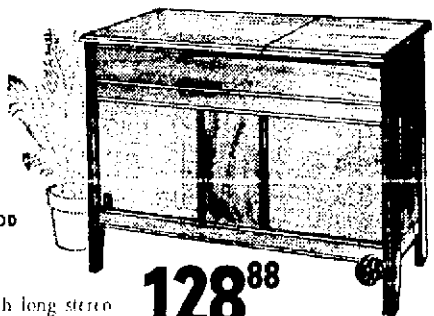
**FREE DELIVERY, 90-DAY  
SERVICE & FULL GUARANTEE**

Newest 1965  
General Electric  
SOLID STATE  
Transistorized  
**STEREO  
CONSOLE**

IN QUALITY WOOD  
CABINET WITH  
4-SPEAKERS

A beautiful 40-inch long stereo  
console, Model RC7200.

**FREE DELIVERY, 90-DAY SERVICE & FULL GUARANTEE**



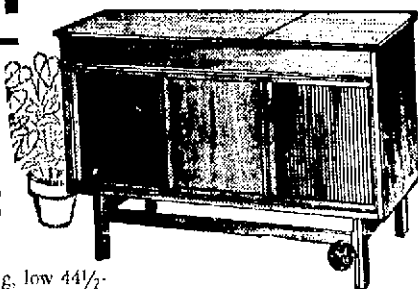
**128<sup>88</sup>**

1965 General  
Electric  
SOLID STATE  
Transistorized  
**STEREO  
CONSOLE**

with AM/FM-FM  
STEREO RADIO

SIX SPEAKER long, low 44 1/2-  
in. long oil-rubbed WALNUT  
CABINET, Model RC7431.  
THIS SET HAS ALL THE DE-  
SIRABLE EXTRA FEAT-  
URES!

**FREE DELIVERY, 90-DAY SERVICE & FULL GUARANTEE**



**228<sup>88</sup>**

**FREE STEREO RECORDS  
with the Purchase of Any  
Stereo Console at Dooley's**



### New 1965 General Electric ALL SOLID STATE Transistor

### AM/FM-FM STEREO CONSOLE

WITH 8 SPEAKERS

In a 5-foot long oil-rubbed WALNUT CABINET. Has  
custom 4-speed changer and 8 speakers. Model RC7631.  
SEE THIS SET! IT HAS ALL THE DESIRABLE  
EXTRA FEATURES!

Dooley's  
LOW PRICE



**318<sup>88</sup>**

**FREE  
Delivery,  
90-Day Service,  
Full Guarantee**

**SEE DOOLEY'S FOR QUALITY TAPE DECK STEREO**

**YOU CHOOSE THE TERMS! Take 12, 24 or 36 Mos. to Pay!**

**Mon. & Fri. 9 to 9 — Tues., Wed., Thurs. and Sat. 9 to 6 — SUNDAYS 10 to 5**

## DOOLEY'S Hardware Mart

5075 LONG BEACH BLVD. — NORTH LONG BEACH

### Color Clinic for POLAROID Land Camera Owners TODAY . . .

**Sunday, March 21  
from 11 to 5**

**FACTORY REPRESENTATIVE  
IN OUR STORE . . .**

To demonstrate and answer  
any and all questions as to  
how to make pictures with  
the New Color Pack Pola-  
roid Land Camera.

**Bring in Your Land Camera**  
No matter how old — we  
will check it and adapt it  
for color photography. See  
our Polacolor pictures made  
on the spot in just 50 sec-  
onds!

**Newest Model!**



**POLAROID**

**Color Pack II CAMERA**  
COMPLETE WITH FLASH  
and SELF CONTAINED CASE

New and lightweight camera  
that gives instant color pic-  
tures in just 60 seconds,  
black and white pictures in  
only 10 seconds!

**ONLY AT DOOLEY'S**

**94<sup>66</sup>**

Model 101  
Complete



**CONCORD Compact  
Portable Transistorized  
TAPE RECORDER**

A quality compact tape re-  
corder with the new tran-  
sistorized monaural tape.  
Has large reel capacity, re-  
cord or playback up to 6  
hours, Hi-Fi speaker, micro-  
phone, earphone and a 7" empty  
reel included. Light-  
weight and goes anywhere  
MODEL 102.

DOOLEY'S  
LOW PRICE

**59<sup>50</sup>**

**RCA**  
AND  
ALL TOP BRAND  
TV and  
RADIO TUBES

**at 40% OFF!**

Test your tubes with our new  
simplified tube tester in the  
Record Dept.



Come see for yourself—breathtaking specials in every department...timely needs for your family, your home...all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY



48" wide at pinch pleated top  
45", 54", long

**anniversary special!**  
**our lowest price ever on**  
**fiber glass short drapes**

TEXTURED GLOWING COLORS  
HAND WASH AND HANG

FULL LOVELY DRAPING  
NEVER IRON EASY-CARE

Beautiful textured flowing fiber glass draperies with pinch pleated tops... full 82" wide across the bottom for lovely draping. And, you know the easy-care wonder of fiber glass—just hand wash and hang to dry. A stunning value to scoop up fast! Buy in choice decorator colors: • white • beige • gold • turquoise.

**2<sup>88</sup>**  
PAIR

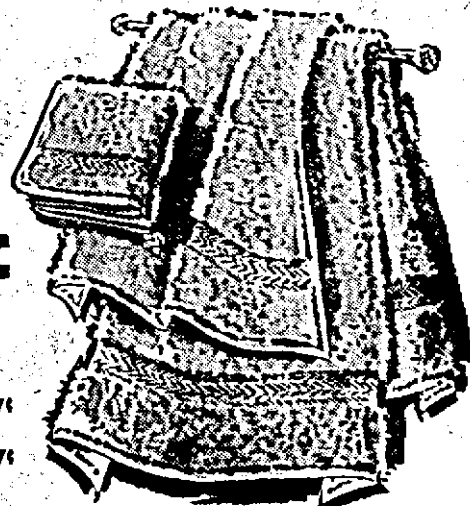
## Solid Color TOWELS

BATH  
SIZE

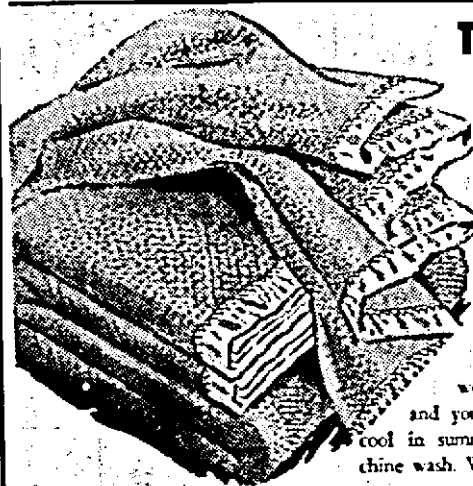
**77¢**

HAND TOWELS 2 for 77¢

WASH CLOTHS 4 for 77¢



Scoop up an armful and refresh your bath decor for this remarkable low price... just 77¢ for a big, thirsty, bath-size towel. And that's not all: they are fashioned with guaranteed non-pucker Dobby borders. Better shop early!



## THERMAL BLANKET KEEPS YOU WARM OR COOL

**5<sup>99</sup>**

Fashionair, our famous year-round blanket with unique cellular weave. Toss on a light cover in winter and you're warm as toast, use it alone it's cool in summer. All cotton, nylon binding. Machine wash. White, pink, sand, blue, gold, avocado.



## SAVE! DACRON® POLYESTER MARQUISSETTE PANELS

41" WIDE  
AND  
81" LENGTH

**99¢**  
EA.

Beautifully sheer panels of fabulous Dacron® polyester marquisette at the most fantastic price! So easy care... just wash, drip dry 'n they're ready to hang. White.

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



# it's DOOLEY'S BEST BUYS <sup>in</sup> TOWN FOR THE

THE  
HARDWARE  
MAN

## Super Special!

New 1956 Hotpoint "Custom" SUPER DELUXE  
**CONVERTIBLE DISHWASHER**

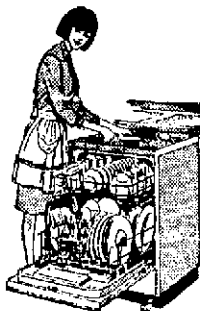
with QUALITY MAPLE WOOD CHOPPING BLOCK TOP

Features full extension GIANT CAPACITY random loading racks. Has "JET FOUNTAIN" washing action with exclusive Uni-Dial system to get dishes cleaner.

DOOLEY'S LOW PRICE

FREE DELIVERY, SERVICE and GUARANTEE

**198<sup>00</sup>**



New HOTPOINT Super Deluxe  
**PORTABLE Automatic DISHWASHER**

BIG CAPACITY MODEL. Impeller wash action gets every dish, glass and utensil sparkling clean. MODEL D-35.

DOOLEY'S LOW PRICE

FREE DELIVERY, SERVICE and GUARANTEE

**148<sup>00</sup>**

You Pick the Terms — Take 12, 24 or 36 Months to Pay

NEW  
1965

## Hotpoint

QUALITY APPLIANCES  
**FULLY AUTOMATIC**

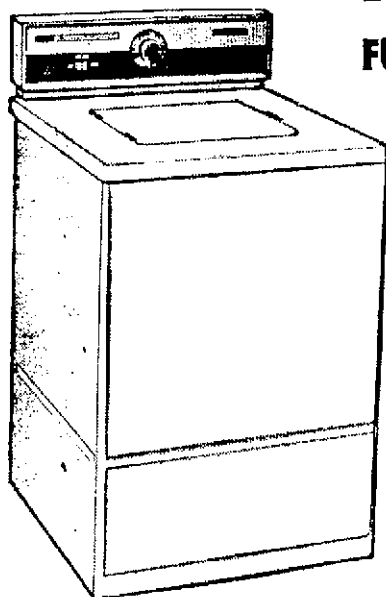
**3-CYCLE  
WASHER**

**ALL PORCELAIN  
INSIDE AND OUT**

The Hotpoint triple cycle dial adjusts wash cycle time for heavy, medium and lightly soiled articles with special settings on each cycle to compensate for low water pressures.

DOOLEY'S LOW PRICE!

**148<sup>88</sup>**



Free delivery, normal installation, 1-year parts and labor guarantee, 5-year parts guarantee on transmission.

MON. & FRI.

9 to 9

TUES., WED., THURS., SAT. 9 to 6

**SUNDAYS 10 TO 5**



Brand New **SPEED QUEEN.**

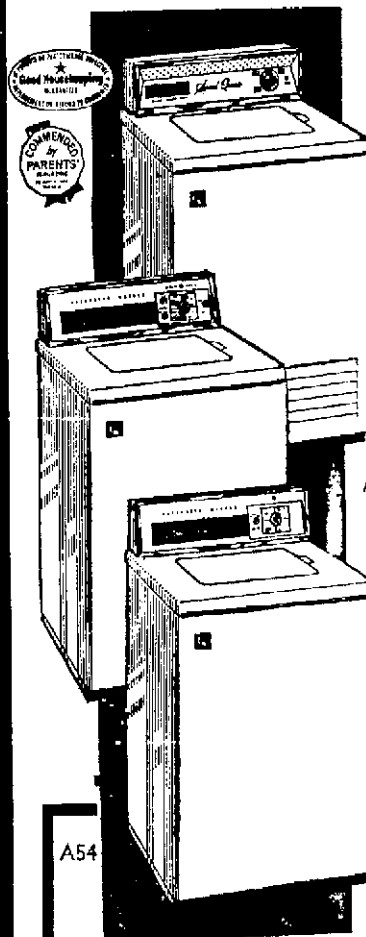
Quality  
**AUTOMATIC  
WASHERS**

Most washers do a fairly good job of washing. The big difference is dependability: repair bills . . . service calls . . . years of service.

Speed Queen automatics have special features which assure greater dependability—like the fluid drive, extra ball bearings, larger solenoids, stainless steel tub, etc.

That's why there are so many Speed Queens used in coin laundries where the going is really rough! You can have the same dependability in your home.

See the new models now on demonstration. They're the most dependable washers ever built.



**SPEED QUEEN**

2-CYCLE

**Automatic Washer**

FREE DELIVERY, NORMAL INSTALLATION, 1-YEAR PARTS AND LABOR GUARANTEE, 5-YEAR PARTS GUARANTEE ON TRANSMISSION.

**198<sup>88</sup>**

YOU PICK THE TERMS! Take 12, 24 or 36 Months to pay!

THE  
HARDWARE  
MAN

**DOOLEY'S Hardware Mart**

5075 LONG BEACH BLVD.,—NORTH LONG BEACH

AT DEL AMO and LONG BEACH BLVD.



**Penneys**  
ALWAYS FIRST QUALITY

Here's a savings event to shout about! We're celebrating another year of service to you and to communities from coast to coast with the most exciting buys we could gather!

# COMPARE THE VALUES!

## Famous Name Fabrics at Low Prices...



**CREME PUFF** When you see our Creme Puff you'll recognize immediately what wonderful savings you get at Penney's. This is the luxurious Dacron polyester crepe, with every easy-care feature you could ask for, that comes in such exquisitely soft colors, delightful stripes and polka dots. It drapes, shapes, pleats to perfection, makes up so beautifully you'll want yards and yards.

**1<sup>17</sup>**  
YD.

**CARA MIA** Supple, easy care "Cara Mia" crepe... that marvelous blend of Arnel® triacetate and Fortrel® polyester that washes and drip dries in seconds, needs almost no ironing. Vari-colored prints as well as solid colors.

**99<sup>c</sup>**  
YD.

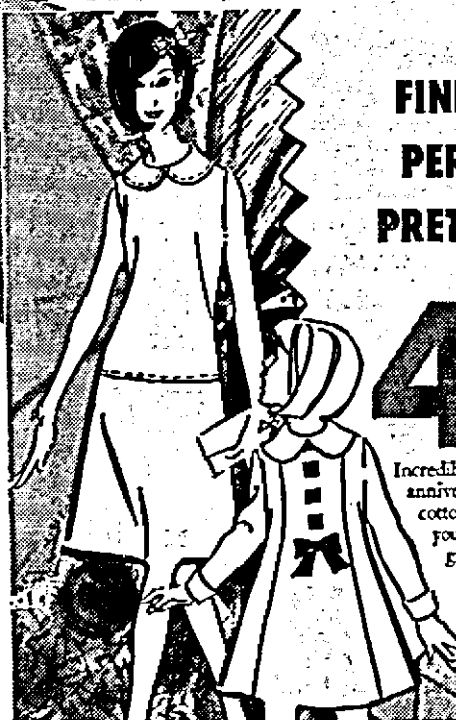
**WONDER BLENDS** Count on Penney's to give you fashion fabrics for less! Wonder Blend (65% Dacron polyester and 35% Avril rayon) is a perfect blend for spring and summer wardrobes. Machine washes, shrugs off wrinkles, needs little or no ironing. Prints and solid colors.

**66<sup>c</sup>**  
YD.

## FINE COTTON PERCALES IN PRETTY PRINTS

**4 yds. \$1**

Incredible value specially for our big anniversary event! Top quality cottons enough for a dress for you, two dresses for your little girl. Other things to make when you see this great assortment. But be sure to shop early, they'll go fast!



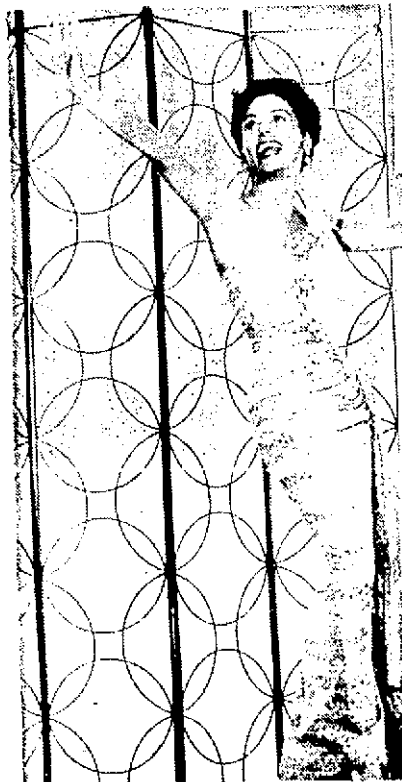
## ASSORTED REMNANTS!

Useable lengths in Penney's top quality yardage at just HALF of its regular price. Terrific savings if you can find just what you need. Cotton... wools... blends... you name it and we've probably got it.

**1/2 PRICE**

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**





LENA HORNE SPECIAL  
Thursday, 8 p.m., Channel 11

PIC(K)S

of  
the

W  
E  
E  
K



JASON ROBARDS JR., LAUREN BACALL, DANNY KAYE  
"Danny Kaye Show," 10 p.m., Wednesday, Channel 2



VIVIAN VANCE dis-  
guises herself as a male  
window washer during  
"The Lucy Show" at 9  
p.m. Monday, channel 2.

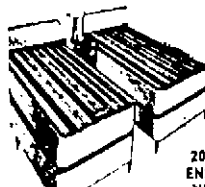
# TeleVues

FOR THE WEEK BEGINNING MARCH 21, 1965

Bert's Eye View .....	1
Week's Top Shows .....	11
Television Movie Tips .....	15
Critic's Corner .....	17
FM Highlights .....	19
Pan and Fan .....	19
Radio .....	19

BERT RESNIK, EDITOR

OPEN SUNDAY 11 to 5



DISCOUNT  
MATTRESS SALE!

Two Complete  
**HOLLYWOOD BEDS**  
**\$48** FULL PRICE  
Twin Size

- 2 INNERSPRING MATTRESSES
- 2 MATCHING BOX SPRINGS
- 12 HOLLYWOOD LEGS
- Two Deluxe Pillows • Two Upholstered Headboards

KING SIZE 4'x7'  
BED  
ENSEMBLES  
FROM **\$79**

ORTHO REST-SET  
Mattress and Box Spring  
10-year Guarantee.  
COMPLETE SET **49.90**

**DISCOUNT BEDDING**  
**15314 LAKEWOOD BLVD.**  
BETWEEN COMPTON & ALHAMBRA BLVD.

BELLFLOWER TO 4-8503

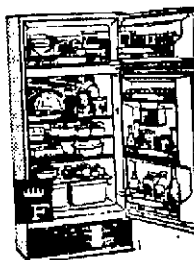
CASH, CREDIT,  
LAY-AWAY

OPEN SUNDAY, 11 a.m. to 5 p.m.  
Mon., Thurs., Fri., 10 a.m. to 9 p.m.  
Tues., Wed., Sat., 10 a.m. to 6 p.m.

KING SIZE BEDS • QUEEN SIZE BEDS • LONG BOY BEDS

"Spring has  
Sprung . . .  
Fall has Fell  
and Kenny's  
Prices are lower  
than . . . ever!"

—Headquarters for—  
**FRIGIDAIRE  
REFRIGERATORS**



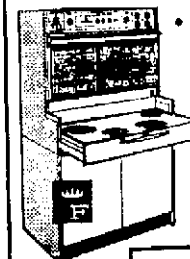
2-door Beauty

- Big 100-lb. zero zone top freezer
- Twin vegetable hydrators for nearly 1/2 bushel
- Storage door holds 1/2 gal. cartons
- Automatic defrosting refrigerator section

**\$218**

Flair

Cooks as good  
as it looks!



Model RCI-643J  
40" electric,  
3 colors  
or white!

LAKEWOOD  
HOME  
APPLIANCES

**EARLY  
'BOID'  
SPRING  
SALE!**

1965  
WASHER

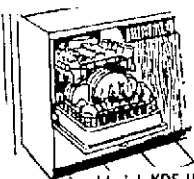


- Flair looks built-in but installs in minutes
- Tender-matto mending makes even economy buys more tender automatically
- Two extra, glide-up doors, Roll-In-Tee wash top, too!
- Soak and washes—dispenses laundry aids automatically
- Deep action agitator creates jet currents to help remove heaviest soil!
- Jet-Away rinsing, too!

**SAVE \$20**

Headquarters for  
**KitchenAid Dishwashers**

THE ALL NEW SUPERBA VARI-CYCLE



Model KDS-18  
Big, versatile capacity takes everything

NEW!  
4-cycle push button selection

NEW!  
SoniCycle for extra health protection

NEW!  
4-Way Wash—no need to hand rinse

**LOWEST PRICE EVER!**

STOP! See why we are the area's largest factory direct carload dealer.

HEADQUARTERS FOR  
**WASTE KING  
UNIVERSAL**

Biggest, Most Dependable Line of Built-Ins in America . . . All at Distributor Prices

ELECTRIC  
OR  
GAS



WASTE KING  
UNIVERSAL  
FIRST TO PRODUCE  
3 MILLION DISPOSERS



- ALL MODELS
- ALL COLORS

**Builders' Appliances**

WHOLESALE DIVISION OF  
LAKEWOOD HOME APPLIANCE  
Complete Showroom  
of Major Electric & Gas  
Appliances & Accessories  
17127 LAKEWOOD BLVD.  
TO 6-3766

**LAKEWOOD  
HOME APPLIANCES**

17127 Lakewood Bl. North of  
Mtn., Thurs., Fri., 10 a.m. to 9 p.m.  
NITES 'TIL 9 P.M. **TO 6-3766**  
**CALL KENNY! ME 3-6967**

Serving You for Over 15 Years—Aqui Se Habla Español



Come see for yourself—breathtaking specials in every department... timely needs for your family, your home... all priced for big savings! And, of course, you can charge it!

**Penneys**  
ALWAYS FIRST QUALITY

# ROARING ANNIVERSARY



**PATIO SPECIAL! DELUXE  
PADDED CHAISE LOUNGE**  
**13<sup>88</sup>**

Charge it!

Polished tubular aluminum frame adjusts to 4 positions, has full wrap-around arms. Gay floral, all-weather pad wipes clean, features 3" thick box edge! 5" wheels make chaise easy to move. Big 24"x73" size. Hurry, it's a big buy!

## DECORATOR PILLOWS

**2  
FOR  
\$3**



Gay toss pillows... the season's catch at this price! Cotton corduroy or rayon-acetate blend coverings in color-coordinated stripes and solids. Kapok filled. Boxed square, round, knife edge styles. They make attractive gifts, too!

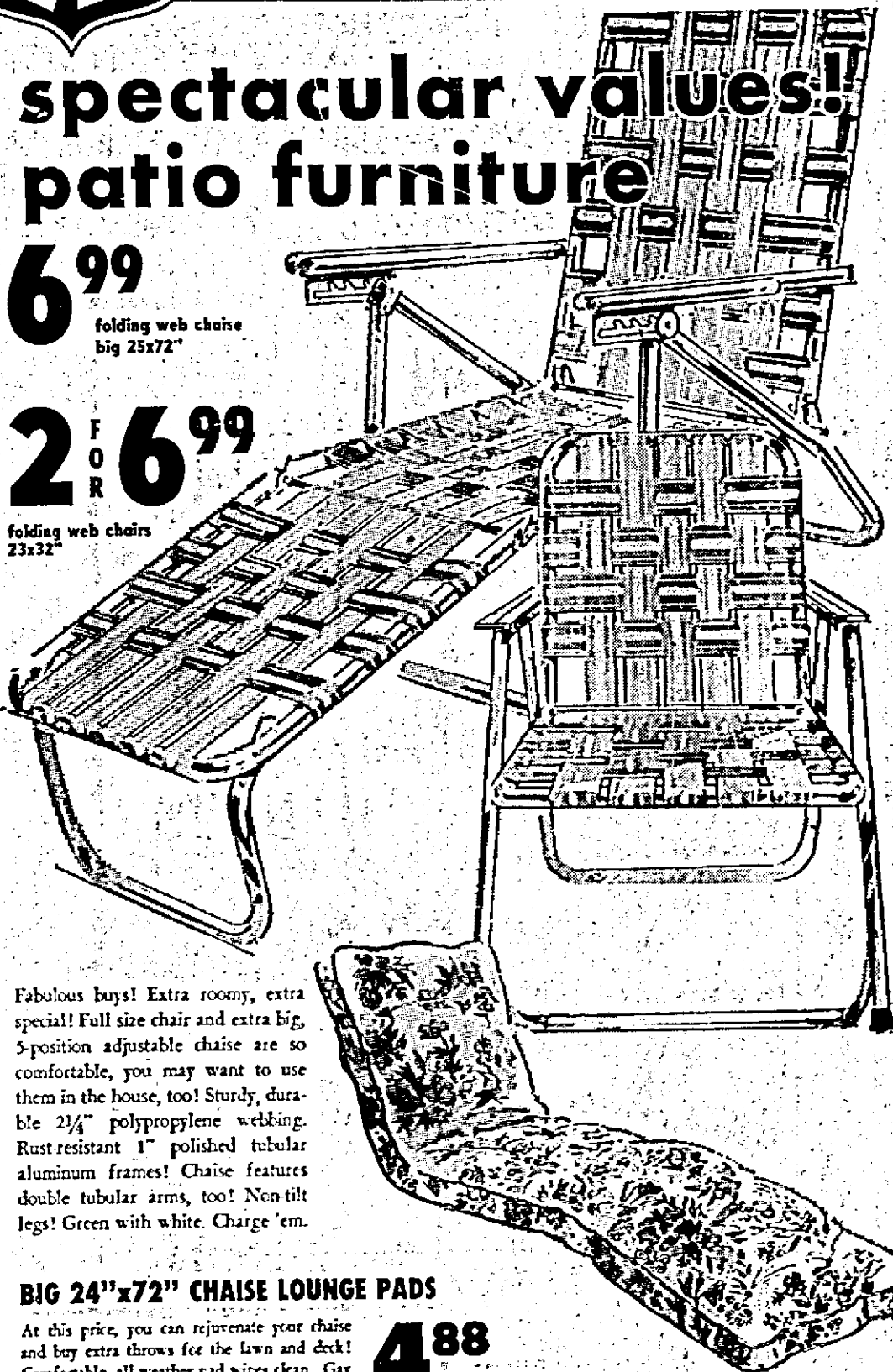
**spectacular values!  
patio furniture**

**6<sup>99</sup>**

folding web chaise  
big 25x72"

**2 FOR 6<sup>99</sup>**

folding web chairs  
23x32"



Fabulous buys! Extra roomy, extra special! Full size chair and extra big, 5-position adjustable chaise are so comfortable, you may want to use them in the house, too! Sturdy, durable 2 1/4" polypropylene webbing. Rust-resistant 1" polished tubular aluminum frames! Chaise features double tubular arms, too! Non-tilt legs! Green with white. Charge 'em.

## BIG 24"x72" CHAISE LOUNGE PADS

At this price, you can rejuvenate your chaise and buy extra throws for the lawn and deck! Comfortable, all weather pad wipes clean. Gay floral patterns... gay savings, too!

**4<sup>88</sup>**

SPECIAL PRICE

**ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY**



# Butter's

## 4 BIG STORES

Serving Southern California

BUY WHERE YOU  
RECEIVE S&H  
GREEN STAMPS

EVERYTHING IN  
APPLIANCES FOR  
YOUR HOME



### Big Double Door REFRIGERATOR-FREEZER!

- Zero Degree Freezer, Automatic Defrost Refrigerator
- 12.1 cu ft net food storage, only 28 inches wide!
- 3 convenient shelves for easy storing.
- Convenient slide out shelf removes for cleaning!
- Big zero-degree Freezer holds up to 80 lbs!
- Full width porcelain vegetable bin holds almost a full bushel!
- 2 full width door shelves!
- Magic Corner Hinges—no clearance needed at sides!
- Choice of right or left hand door.

A **REAL** VALUE!

**\$199<sup>88</sup>**  
MODEL TB 12MA



only 28" wide!

STOP! LOOK! BUY! SAVE!

**G-E HI-SPEED RANGE** **\$179<sup>88</sup>**  
Pushbutton Controls • Oven Timer • Storage Drawer  
MODEL J417A

**G-E FILTER FLO® WASHER** **\$199<sup>88</sup>**  
"Mini-Wash" System • 3 Cycles • 2 Speeds  
MODEL W435A

**G-E "SUNSHINE" DRYER** **\$99<sup>88</sup>**  
Full Cycle • Safety Start Switch • Baked Yellow Enamel  
MODEL D512A

**G-E 24" AUTOMATIC WASHER** **\$149<sup>88</sup>**  
Spray rinse • Safety Lid Switch • Big or Small Loads  
MODEL W412A

**G-E MOBILE MAID Dishwasher** **\$99<sup>88</sup>**  
Washes anywhere — Installs instantly • 10 NEMA table settings  
MODEL D512A



#### ECONOMY 12 FREEZER

Cut shopping trips with this huge 40-lb capacity freezer! Save money on special market buys—and on this terrific family food freezer!

**SALE PRICED \$169<sup>88</sup>**  
MODEL D412A

All prices include ONE FULL YEAR Authorized G-E SERVICE!

### TWO AUTOMATIC OVENS



BAKE, BROIL IN BOTH  
40" LIGHTED COOK-TOP

- Automatic oven timer, clock, minute timer.
- Two large storage drawers.
- Removable oven door.
- Timed Appliance outlet.

**J466A NOW ONLY \$268<sup>50</sup>**

Savings up to  
**\$100<sup>00</sup>** on  
G.E. Ranges

**P7 Self Cleaning  
Ovens & Conventional**

If You Need 220 Wiring  
It Can Be Arranged  
and Added to Your  
Charge Account

**\$5,000,000**

JUST ARRIVED! 2 Mile Long Train of TOP QUALITY GENERAL ELECTRIC APPLIANCES—TV—STEREO at SPECTACULAR TRAINLOAD SAVINGS made possible by combined purchases of most So. Calif. G-E Dealers!

# TRAINLOAD SALE!

COMES ONLY ONCE A YEAR

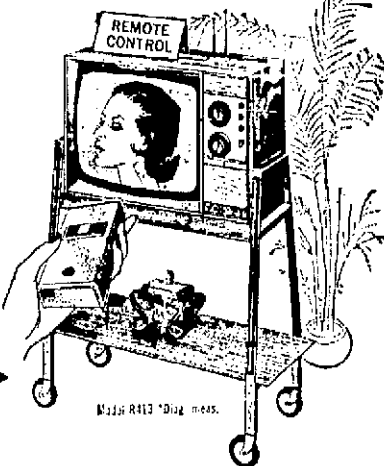


TAKE YOUR CHOICE  
**One Low PRICE!**



**BIG 23" SCREEN**

Model P4M719 "Dial-a-tune"



Model R413 "Dial-a-tune"

New from G-E! deluxe 23" portable TV & stand...

Big 19" portable TV with Wireless Remote Control

- 82 Channel Tuning!
- Front Controls, Front Sound!
- Solid State Rectifiers!
- Set-N-Forget Volume Control!
- Deluxe Roll-Around Stand!

YOUR CHOICE

**\$199<sup>88</sup>**  
including  
ROLL AROUND STAND

- Transistorized Feather-Touch Remote Control operates silently—brings you all 82 Channel Tuning Automatically.
- Front Controls, Front Sound!
- Illuminated Channel Window!
- Deluxe Roll-Around Stand included!

**PAY LESS!**

GET MORE

<b>G-E 16" PORTABLE TV</b> <b>\$128<sup>88</sup></b> Front Controls & Sound • Carry Handle • Includes Stand MODEL P4M719	<b>G-E 23" TABLE MODEL TV</b> <b>\$178<sup>88</sup></b> All 82 Channels • Front Controls • Front Sound MODEL W412A
<b>G-E 8-SPEAKER STEREO</b> <b>\$329<sup>50</sup></b> 20" FM, FM Stereo Tuner — Smart Without volume knob! MODEL D512A	<b>G-E DECORATOR STEREO</b> <b>\$268<sup>88</sup></b> 6 Speaker System — Solid State AM-FM, FM Stereo Tuner MODEL D512A
<b>G-E 23" CONSOLE TV</b> <b>\$199<sup>95</sup></b> All 82 Channels • Magnifying mirror Traditional Styling MODEL W412A	<b>G-E 23" LO BOY Console TV</b> <b>\$199<sup>95</sup></b> All 82 Channels • Walnut veneer Contemporary Styling MODEL W412A

**LAKEWOOD CENTER**

MEtcaif 3-8101  
GArfield 3-0901

Monday thru Friday 9:30 to 9:30, Saturday 9:30 to 5:30; Sunday Noon 'til 5



# 3 BIG STORES TO SERVE YOU

• DOWNTOWN  
LONG BEACH  
FIFTH AND PINE

• LOS ALTOS CENTER  
BELLFLOWER  
AT STEARNS

• BELLFLOWER  
BELLFLOWER  
AT ARTESIA BLVD.

**Penney's**  
ALWAYS FIRST QUALITY

COMPARE the dollar-for-dollar value of everything you buy at Penney's  
Check the styling, the construction, the low price—unmistakable value!



## ANNIVERSARY

### Special WOMEN'S STRAW SANDALS

Colors and styles to go with all your playwear. These gay straw sandals are a "must" for your Spring-Summer plans. Scoop 'em up in tan, black or white. Save today at Penney's!

SIZES 5 TO 10

### WOMEN'S VISUAL PAK SLIPPERS

Just the answer for that vacation coming up! Easy to pack slippers because they come in their own little plastic bag. Plastic top, composition sole. Assorted colors.

LOOK  
WHAT

\$1

BUYS

AT

PENNEY'S

### Save on WOMEN'S VINYL SANDALS

Colors and styles to go with all her playwear! These practical vinyl sandals are a "must" for your Spring-Summer plans. In tan, black or white. Get several pairs today at Penney's!

SIZES 5 TO 10

Special Buy!

### MEN'S VINYL CASUAL SANDALS

The menfolk in the family will live in these comfortable sandals come summer. So easy to step into the vinyl plastic upper (toe straps only). Thick sponge rubber soles. Ideal for beach, patio or just loafing around.

### "HUG-ABLE" TERRY SLIPPERS

Another terrific slipper buy! "Hugable" terry slippers that are 62% cotton and 38% stretch nylon. Vinyl molded rubber sole. Pastel colors.

ALL STORES OPEN EVERY NIGHT MONDAY THRU SATURDAY



# SUNDAY

March 21, 1965

## ★ PAID ADVERTISEMENT

7:45  
9 Jr. All-Stars: "Pitching"

8:00 A.M.  
2 Lamp Unto My Feet: "Secular and Sacred—Nothing but a Man." Discussion of new movie set in today's South.

4 Movie: "Terror Street," Dan Duryea ('54)

9 Hour of St. Francis

11 The Fisher Family (relig.)

8:30  
2 Look Up & Live: "Ceremony." Martin Brooks, Staats Cotsworth (pt. 2). Relevance of faith to science.

5 Herald of Truth (relig.)

7 Story Time: "Chile." L. A. Presbyterial story of "The Miracle"

9 King & Odie (cartoons)

11 Norman Vincent Peale

13 TV Gospel Time (relig.)

9:00 A.M.  
2 Camera Three: "The Film Director." Josef von Sternberg, reminiscences.

5 Adventist Hour (relig.)

7 Movie: "Madame X," Gladys George ('37)

9 Youth Wants to Know

11 Broken Arrow, J. Lupton

13 Variedades, R. Iglesias

9:30  
2 Silver Wings (USAF)

4 Christophers: "Ideas"

9 Foreign Legionnaire

11 Superman, Geo. Reeves

10:00 A.M.  
2 Learning '65: "Career Guidance Center"

4 This Is the Life (Luth.)

5 Movie: "Hot Cargo," William Gargan ('46)

9 Movie: "Comered," Tim McCoy ('33)

11 Wonderama, P. Winchell

13 Panorama Latino (Span.)

34 El Cristobal (Crucible)

10:30  
2 Through Children's Eyes "Puppets & Puppeteers"

4 Frontiers of Faith, Dr. Staack: "Ezekiel"

7 Beany & Cecil (cartoon)

13 (Color) Faith for Today

11:00 A.M.  
2 Capitol Hill to California: John Hart

4 Movie: "Canyon Passage," Dana Andrews Susan Hayward ('46)

8 HOME BUYERS' GUIDE

★ Paul Langford visits new homes through So. Calif.

7 (Color) Bullwinkle Show

13 Church in the Home

11:30  
2 Viewpoint, Jere Witter with James Mason

7 Discovery '65: "World of Mark Twain." Life and times of writer, including motion picture shot by his friend Edison.

9 (Color) Movie: "Daddy Long Legs," Fred Astaire, Leslie Caron

12:00 NOON  
2 Sunday News Report

5 Wild Bill Hickok

7 770 on TV, Carl George

11 Original Roller Derby

13 Rev. Oral Roberts (relig.)

4 (Color) Quiz a Catholic

5 Color—Live—L.A. Angels vs. Chicago Cubs (see sports box)

7 Directions '65: "Burden of Prosperity," Don Goddard." Third of 5 dialogues between men of science and of religion.

11 Movie: "Along Came Jones," Gary Cooper

13 Voice of Calvary (relig.)

1:30  
2 Insight Into Judaism, Jose Ferrer, with profile of producer-director Stanley Kramer.

4 (Color) Confrontation

7 Issues & Answers (box)

13 Cal's Corral (to 4 p.m.)

2:00 P.M.  
2 Samuel Yorty Political (Clr) Existence (agric.): "Calif.'s Winter Salad Bowl" (Imperial Valley)

7 NBA Basketball (see sports box)

9 (Clr) Movie: "Daddy Long Legs," Fred Astaire, Leslie Caron

2:30  
2 CBS Sports Spectacular (see sports box)

4 (Color) College Report: "An Exceptional Life" (Mt. Saint Mary's). Life of a teaching nun.

34 Ven (evangelical)

3:00 P.M.  
4 Sunday, Frank Blair, with reports from Cape Kennedy on Tuesday's Gemini flight (Virgil Grissom and John Young interviewed), on LBJ's voting bill, racial problems in Europe, the new Ye-Ye movement, and today's moon probe launch.

11 "WAR ZONE"—movie

★ BY UNION MORTGAGE "What Price Glory," James Cagney, Dan Dailey ('52-in color)

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34 Un Canto de Mexico

4:00 P.M.  
2 Alumni Fun, Peter Lind Hayes. Semi-final round has G. Mennen Williams, Robert Q. Lewis and publisher Arnold Gingrich of Michigan meeting Franklin D. Roosevelt Jr., Erskine Caldwell and attorney Wm. C. Battle of Virginia.

4 (Color) NBC Sports in Action (see sports box)

5 WEIRD, WEIRD WORLD by RELIABLE MORTGAGE "Mystery of Edwin Drood," Claude Rains

7 (Color) Wonderful World of Golf (see sports box)

13 Newsroom, Don Rose

4:15  
9 JAMES ROOSEVELT—THE CONFERENCE CALL

★ 4:30  
2 Repertoire Workshop: "Standbys and Understudies." Standbys for stars of Broadway hit shows get chance to perform in their own right.

9 Movie: "Charlie Chan at the Opera," Warner Oland, Boris Karloff ('37)

13 Cavalcade of Books

34 Club del Hogar (games)

5:00 P.M.  
2 Sunday with Jack Benny

4 (Color) Wild Kingdom Marlin Perkins: "Call of the Pribilofs." Exploration of the strange instinct that causes fur seals to migrate each year to fog-shrouded islands of the Bering Sea.

1 HONEYWELL presents SCIENCE ALL-STARS

★ Air Force Gen. Bernard Schriever joins teenage developers of autogyros, blood tests, cyclone research.

11 "CHILLER" presented by UNION MORTGAGE "Donovan's Brain," Lew Ayres ('54)

13 (Color) Film: "Automation and Unions." Training of workers.

5:30  
2 Ted Mack & Original Amateur Hour.

4 (Clr) College Bowl, Robt. Earle. Utah State meets challenger Wisconsin.

5 The Invisible Man

7 Press Conference

13 (Color) The Ski Show

6:00 P.M.  
2 20th Century, Walter Cronkite: "Warsaw Uprising." Polish underground's heroic but doomed resistance against Nazi oppressors while Red Army stands by until the uprising is crushed.

4 (Color) Meet the Press: Gen. Thomas S. Power (USAF-Ret.), former Commander-in-Chief of the SAC.

5 "POLKA PARADE"—Color

★ Live—Fun for All FARMER JOHN BACON

Walter Ekhard sings "Streets of Laredo."

7 L.A. TV DEBUT! ROBERT HUTTON in "WILD YOUTH" with Carol Ohmart ('60)

★ 9 Surf's Up! Stan Richards Color surfing films.

13 (Color) Rocky & Friends

34 Teatro Familiar (drama)

6:30  
2 World War I, Robt. Ryan "Day the Guns Stopped Firing." The 5 violent weeks preceding Nov. 11

4 Profiles in Courage: "Edmund G. Ross" (box)

9 (Color) Greatest Show on Earth, Jack Palance, Julie Newmar, Arthur O'Connell. Flashback to



**LESLEY ANN WARREN**, who recently played the title role of "Cinderella," is in a drama about a murdering teenager in "For the People" at 9 p.m. Sunday, channel 2.

circus' beginnings.

11 Room for One More

13 CANADIAN ICE HOCKEY OSHAWA vs. TORONTO (see sports box)

7:00 P.M.  
2 Lassie, Robert Bray, Bob Diamond. Thrown from his motorcycle while trying to warn residents about danger, youth lies unconscious in the path of a fast-moving fire.

5 (Clr) Curt Massey Show

11 (Color) James A. Fitzpatrick's Travelcade: "Land of the Mayoas"

34 Toros (bullfights from Mexico City), Alfonso Ramirez, Rafael Rodriguez, Manuel Benitez

7:30  
2 My Favorite Martian, Ray Walston, Herbie Faye. Trying to rid himself of magnetic charge which renders him irresistible to metal objects Martin passes it on to a paroled pickpocket trying to go straight

4 (Clr) Disney's Wonderful World of Color: "Kilroy," Warren Berlinger, Philip Abbott, Celeste Holm, Robert Emhardt. Sympathetic reporter starts an investigation when townspeople suspect Kilroy of exaggerating his war experiences

5 The Jim Backus Show

7 Wagon Train, John McIntire, Cathy Lewis. Lady ferryboat skipper joins her sea captain son in hopes he'll take her along on his next ocean voyage.

9 "LOVE is a MANY SPLENDORED THING" William Holden, Jennifer Jones ('55). Hong Kong-filmed love story of pretty Eurasian doctor and U. S. war correspondent. Winner of 3 Oscars

11 (Clr) Far Horizons, Paul Coates: "Yugoslavia"

8:00 P.M.  
2 The Ed Sullivan Show with Connie Francis, Tony Bennett, Pat Buttram, comedienne Jean Carroll, Gary Lewis (Jerry's son) and the Playboys, Melinda Marx (Groucho's daughter), the Texas Boys Choir, Woody Herman and unicyclist Claus Beckers.

5 To Match this Hour (box)

11 (Clr) It's a Wonderful World, John Cameron

Swayze: "Portugal" 8:30

4 (Color) Branded, Chuck Connors, Kamala Devi, Peter Breck, John Carradine, Cesar Romero (pt. 2). Posing as a traitor under orders from Pres. Grant, McCord sets out to break up a band of Mexican outlaws.

5 EASTERN MORTGAGE CO. pres. "War of the Wildoats" John Wayne, Martha Scott

7 Broadside, Kathy Nolan. Learning that Lt. Morgan's allergic to animal hair, Adrian gives her a new assignment—fattening up a steer

11 Best of PARIS & ITALY

★ MAY CO. FASHION SHOW Designer originals, and their exact duplicates.

13 Anatomy of a championship (film)

9:00 P.M.  
2 For the People, William Shatner, Tony Bill (co-star of movie "None But the Brave"), Lesley Ann Warren (title star of CBS' "Cinderella"). Koster searches for a young, disturbed killer.

4 (Color) Bonanza, Lorne Greene, Bruce Yarnell. The Cartwrights get another visit from their hillbilly cousin, Muley Jones, whose hungry, flea-bitten howling hound dogs disrupt the entire Ponderosa.

7 (Color) Movie: "Taras Bulba," Yul Brynner, Tony Curtis, Christine Kaufman ('62-1st run). A Cossack's fight for freedom against Poles.

11 (Clr) Grand Prix Races: "Watkins Glenn 1964"

13 JAMES ROOSEVELT—THE CONFERENCE CALL

★ 9:30  
11 Decision: Conflicts of Harry S. Truman: "Labor—The Squeeze." HST has problems with unions and John L. Lewis.

13 Dan Smoot Reports

9:45  
9 Headline History: "Jimmy Doolittle"

13 Capitol Rep'l. D. Jackson

10:00 P.M.  
2 Candid Camera, Durward Kirby. Skits involve dancing in supermarket, revolving door leading nowhere, rushed diners.

4 "THE ROGUES"

D. NIVEN—C. BOYER & YOUNG

with Robert Webber, Barbara Eden. The Rogues teach a girlie magazine publisher an unusual lesson in English literature, using a "Shakespearean original manuscript" written by Timmy.

9 People Are Funny

11 News, Burrell & Coates

13 Mantovani, John Conte

10:30  
2 What's My Line? J. Daly Guest: Alan King

5 Open End: David Susskind: "How to Meet Your Mate. Resorts, Cruises, Matchmakers and Friendship Clubs."

9 ACTION-PACKED MOVIE by RELIABLE MORTGAGE "Across the Pacific," Humphrey Bogart ('42)

11 Louis Lomax Show

13 Movie: "Flying Deuces," Laurel and Hardy ('39)

11:00 P.M.  
2 Sunday News, Bill Stout

4 KNBC NEWS—DICK

★ JOHN—LEE GIBSON and CHUCK SHULL in Color.

11:15  
2 Movie: "Salome," Rita Hayworth, Stewart Granger, Charles Laughton

4 The Saint, Roger Moore

7 Bob Young. News (11:25)

11:40  
7 L.A. TV DEBUT! MARK STEVENS, ALEX NICOL IN "TARGET UNKNOWN!"

12:00 MIDNIGHT  
11 Wally George's Show-people's Show

13 Movie: "My Buddy," 1:15

2 Movie: "Mohawk,"



**ISSUES AND ANSWERS**—The importance of Tuesday's Gemini space shot, and what the U.S. hopes to learn from sending up two men that it does not already know from astronauts making one-man orbits will be detailed at 1:30 p.m., ch. 7, when Jules Bergman at Cape Kennedy interviews Donald K. (Deke) Slayton, assistant director of flight crew operations and chief astronaut, Project Gemini director Charles Matthews, and Christopher Craft, operations director for GT-3. The trio also will tell how the Gemini capsule differs from the Mercury, and why it is so small. (Other pre-launch news on "Face the Nation," ch. 2, 12:30 p.m., and on "Sunday," ch. 4, 3 p.m., with latter also covering today's Ranger-8 moon probe launch.)

**PROFILES IN COURAGE**—Bradford Dillman stars as Edmund G. Ross, the young Republican Senator from Kansas, who had to cast the deciding vote in the impeachment proceedings against President Andrew Johnson in 1868. Concerned over the real issue at stake—the separation and balance of power between the various branches of government, and whether the Chief Executive should be liable to impeachment whenever he found himself in a minority in disagreements with Congress—Ross votes "not guilty" at the cost of his Senate seat and future political oblivion. Featured during the 6:30 p.m., ch. 4 drama, are Barry ("Fugitive") Morse, Simon Oakland, Herschel Bernardi, James Westerfield, Kent Smith and Edmund Cobb. Cobb, grandson of Senator Ross who died in 1905, plays Senator Anthony who, unlike his grandfather, voted "guilty."

**A MAN TO MATCH The Hour**—Robert Young is narrator for a half-hour tribute to Peter Howard, world leader of Moral Re-Armament, who died Feb. 25 in Lima, Peru. Film is at 8 p.m., ch. 5.



Sunday, March 21, 1965

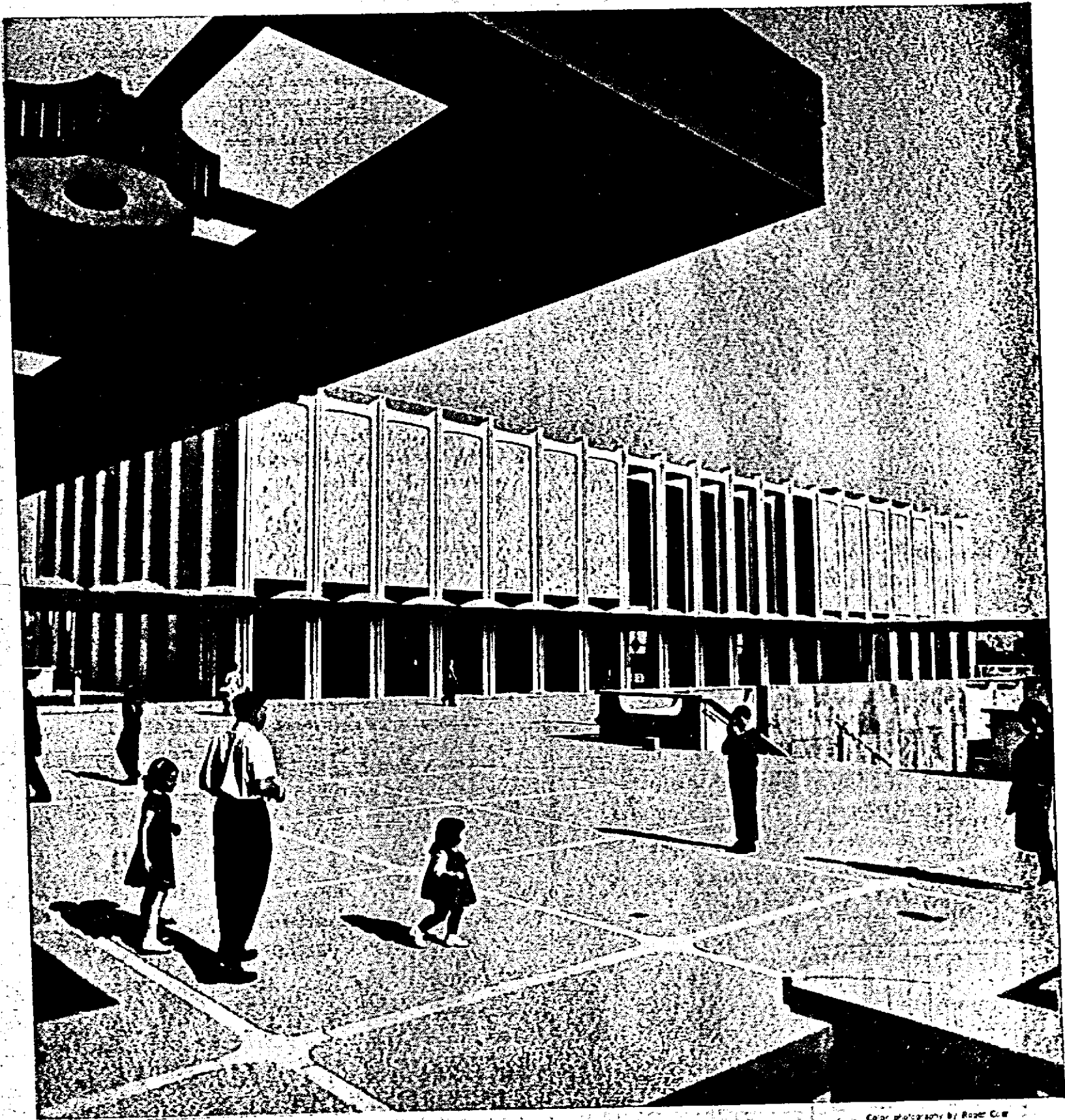
# Southland

HOW ABOUT IT, MEN:

Are Foreign Gals  
More Preferable?

Turn to Page 8

MAGAZINE OF THE EVENING NEWS AND THE INDEPENDENT - PRESS - TELEGRAM



Color photography by Roger Cole

That Art May Thrive in Los Angeles County . . . See Page 7



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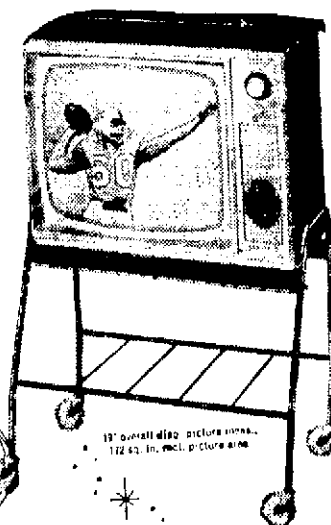


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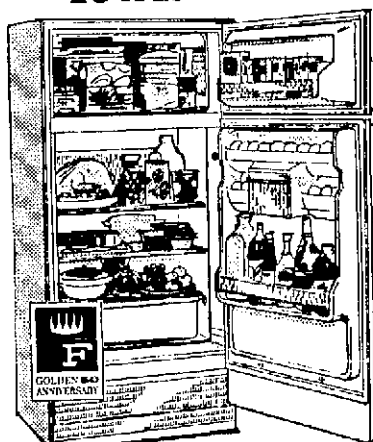
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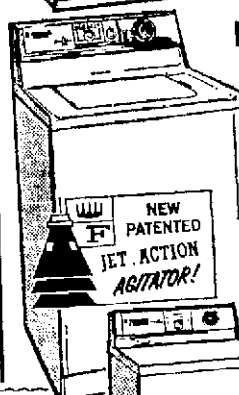
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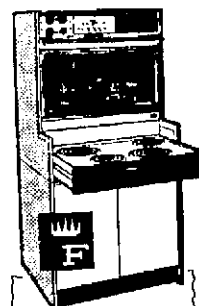


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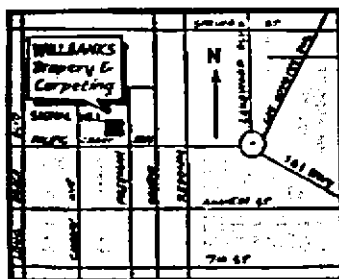
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Southland Magazine



Eight

# MONDAY

March 22, 1965

## ★ PAID ADVERTISEMENT

6:30  
2 Beyond the Earth (USC)  
4 Our Legal Profile  
7 Guidelines: "Drama"

7:00 A.M.  
2 Captain Kangaroo (Bob Keeshan's "Mr. Mayor" expands daily next season to replace Captain)

4 Today, Hugh Downs with Mels' Casey Stengel, Yogi Berra  
7 Scope: "Music"

11 Survey of Arts. "Soviet"

7:30  
7 Pinky Lee, Carl'n Capers

11 The Hobn Kelly Show

7:45  
9 Cartoons-Comedies to 10

8:00 A.M.  
2 Panorama Pacific Rowe

7 1 Married Joan, J. Davis

8:30  
7 The Count Marco Show

9:00 A.M.  
2 News with Mike Wallace

4 Make Room for Daddy (final week, with TorC moving to this time 3/29)

5 For Kids Only (cartoons)

7 The Pamela Mason Show

11 New Jack LaLanne Show

13 News, George Nolan

9:15  
13 Guideposts (to 11:30)

9:30  
2 1 Love Lucy, Lucille Ball

4 (Clr) What's This Song? Vikki Carr, Frank Gorshin

5 Romper Room

11 Movie: "Above Suspicion," Joan Crawford

10:00 A.M.  
2 Andy of Mayberry

4 Concentra'n, H. Downs

7 The Mike Douglas Show with Pat O'Brien

9 Movie: "Rebel Set," Gregg Palmer ('59)

10:30  
2 The McCays, W. Brennan

4 (Clr) Jeopardy, Fleming

5 Wild Bill Hickok

11:00 A.M.  
2 The Love of Life

4 (Color) Say When, Art James (final week, with 2 new game shows taking over this hour start-

5 Peter Gunn, C. Stevens (ing next week)

11:30  
2 Search for Tomorrow

4 (Clr) Truth-Consequences

5 Thin Man, Peter Lawford

7 Price Is Right, Bill Cullen

Guest: Shirl Conway

9 Invitation to Music

11 Sherif John, J. Rovick

13 Teleplay: "Best Seller," Sir Cedric Hardwicke

11:45  
2 The Guiding Light

28 The Friendly Giant

12:00 NOON  
2 My Little Margie

4 (Clr) Let's Make a Deal

5 Topper, Leo G. Carroll

7 The Donna Reed Show

9 Bowery Boys Movie

13 The Ann Sothern Show

28 45 Years w/ Fitzpatrick: "Defense of Underdog"

12:30  
2 As the World Turns

4 Mument of Truth

5 The Ray Milland Show

7 Father Knows Best

11 Movie: "Woman & the Hunter," Ann Sheridan

13 Letters to the Manager

28 Invitation to Art

1:00 P.M.  
2 Passport, Allen Ludden

Guests: Allen & Rossi

4 The Doctors, J. Pritchett

5 (Clr) World Adventures: "Miracle in Palm Springs," Tramway.

7 Tennessee Ernie Ford (final week for Ern, with game show taking over next week)

9 Movie: "Mexican Man-hunt," George Brent ('53)

13 (Clr) Movie: Green Grass of Wyoming," Lloyd Nolan ('48)

29 In-Class Spanish, Science

1:30  
2 Art Linkletter H'se Party

4 Another World

5 Movie: "People Are Funny," Art Linkletter, Ozzie Nelson ('46)

7 Girl Talk, Virginia Graham, Joan Crawford, Adela Rogers St. John

2:00 P.M.  
2 To Tell the Truth, Collyer

4 (Color) You Don't Say, Pat Carroll, Jack Narz

7 Flame in the Wind

2:15  
11 Movie: "Babes in Bag-

dad," Paulette Goddard

2:30  
2 The Edge of Night

4 Match Game, G. Rayburn

7 Day in Court: Beating

9 9 on the Line, C. Roberts

San Quentin chaplain.

3:00 P.M.  
2 The Secret Storm

4 Everything's Relative

5 Newscene, S. Chambers

7 General Hospital

13 (Color) Rocky & Friends

28 About Art

3:15  
13 (Color) Felix the Cat

3:30  
2 The Jack Benny Show

4 Movie: "Decks Ran Red," James Mason, Dorothy Dandridge ('58-st run).

5 Bozo & His Friends

7 The Young Marrieds

9 (Clr) King & Odie, Zolar

4:00 P.M.  
2 JAMES ROOSEVELT—

★ THE CONFERENCE CALL

5 Popeye Cartoons

7 Trailmaster, Rhonda Fleming

9 Jungle, Great Zolar

11 Sheriff John's Club Time

13 (Color) Courageous Cat

28 Once Upon a Japanese Time: "Benkei"

4:15  
2 Pete Smith's Animal Antics: "Prince, King of Dogs," Performing German shepherd.

4:30  
2 Movie: "Family Secret," John Derek, Lee J. Cobb ('51—1st run). Lawyer defends man arrested for his own son's crime.

5 Burns and Allen Show

9 (Clr) Astro Boy, Eng. Bill

28 Discovery: Butterfly

34 Escuela KMEX (English)

5:00 P.M.  
5 Shebang! (see box)

7 News Hour, Baxter Ward

9 Space Patrol, Eng. Bill

11 Billy Barty & 3 Stooges

13 The Lloyd Thaxton Show

28 What's New?

5:30  
9 The People's Choice

11 The Mickey Mouse Club

28 The Friendly Giant

5:45  
4 (Color) KNBC News

28 Sing Hi—Sing Lo

6:00 P.M.  
2 Big News, Jerry Dunphy



CASEY KASEM hosts daily, hourly "Shebang" debuting at 5 p.m. Monday on channel 5.

chieftain. (Series moves to Fridays at 10 p.m. next season, and like all other NBC holdovers, turns to color.)

5 (Clr) Movie: "Gentlemen Prefer Blondes," Marilyn Monroe, Jane Russell

11 Cheyenne, Clint Walker

13 THE LIEUTENANT—TENSE

★ MARINE CORPS DRAMA

with Gary Lockwood, Ina Balin. Malicious gossip

28 French Chef, Julia Child: Lettuce, sauerkraut

34 Comicos y Canciones

8:30  
2 The Andy Griffith Show.

Andy encourages Opie's printing of a newspaper, until it turns out to be a scandal sheet.

7 No Time for Sergeants. Sammy Jackson. Sentenced to the stockade. Will makes it so comfortable other recruits go AWOL just so they can get in.

28 Cecil Brown: Inside Ch.

28. Jim Robertson (8:40) with new KCET prexy.

34 La Hora de Sergio Corona

9:00 P.M.  
2 The Lucy Show, Lucille Ball, Dick Patterson, Tommy Farrell. When Lucy finds she's been the victim of a hidden-camera stunt in a beauty shop, she sets out to even the score with the show's producer.

4 (Color) Andy Williams Show, with Phil Harris, Pat Boone and his 4 daughters, film clips of Andy's golf game, Johnny Horton playing flamenco on his banjo.

7 Wendy and Me, George Burns, Connie Stevens. Wendy tries to help an author with the story plot for his novel.

11 The 11th Hour, Wendell Corey, Julie London, Herschel Bernardi, Everett Sloane. Singer's death could be murder of suicide.

13 Man of the World, Craig Stevens, Leela Naidu. Himalayan villagers mysteriously die.

28 International Magazine, David Colhane

9:30  
4 To Tell the Truth, Collyer

4 Gemini Preview (box)

5 (Clr) High Road to Danger: "Search for Dall's Dolphin"

7 Voyage to the Bottom of the Sea, Richard Basehart, Leslie Nielsen. Sole survivor sets out aboard the Seaview to find the force which shorted a missile launching.

9 ELVIS! ELVIS!

★ 'KING CREOLE'

with Carolyn Jones, Dolores Hart ('58). Note: different movies each night this week.

11 Tales of Wells Fargo

13 HOLIDAY—BRITTANY.

★ FRENCH FISHING FLEETS

The western tip of France—Brittany and the little town of St. Malo

28 Great Decisions '65: "Viet Nam"

8:00 P.M.  
2 I've Got a Secret, Steve Allen. Carol Channing subs for Betsy Palmer, and Vivian Vance is guest with "Secret."

4 Man From U.N.C.L.E., Robert Vaughn, Cesar Romero, Barbara Feldon. Solo's practical joke on secretary backfires when it leads her into the hands of a THRUSH

2 Many Happy Returns, John McGiver. King Tut figurine with seemingly magical powers proves first a boon and then a curse to Burnley.

7 The Bing Crosby Show. Both Bing and Joyce study for their driver's license tests, with the Wellingtons as guests.

34 Un Canto de Mexico

9:40  
9 Clete Roberts, Yorty

10:00 P.M.  
2 Gemini Preview (box)

4 Alfred Hitchcock Hour: "Thou Still Unravished Bride." Sally Kellerman, Ron Randall, Michael Pate. When his bride-to-be disappears on her wedding night, a London detective leads the search for a strangler—with startling results.

5 Sam Yorty Political

7 Ben Casey, Vincent Edwards, Lee Tracy. Tosty recluses living in squalor is suspected of faking paralysis in his legs to con three persons into waiting on him.

9 (Color) Travel '65, Curt Nagel, Bill Moore: "Naples, Rome and the Vatican."

11 George Putnam, News

## SPECIAL

**SHEBANG!** — Premiere: Now ch. 5 climbs aboard the "Shindig" bandwagon, leaving only KNXT and KTTV without a teenage rock show (CBS plans one for next season, with NBC cutting its "Hullabaloo" to 30 min. for fall). Casey Kasem, favorite KRLA deejay, hosts the Dick Clark-produced daily hour at 5 p.m., with Eddie Hodges guest co-host for the initial week, and Bobby Goldsboro spotlighted on opener. Taped before a live audience, show reveals newest of the teen dances, crazes, fashions and problems.

**GEMINI PREVIEW**—Walter Cronkite is anchor man at Cape Kennedy for an hour-long examination of preparations for this nation's first 2-man orbital shot at 10 p.m., ch. 2. Included will be remote reports from manufacturers of the missile and capsule, taped interviews with Grissom and Young, and a look at measures taken for the astronauts' safety at blast-off, in flight and at recovery. (A similar preview program, anchored by Frank McGee, will screen at 7:30 p.m., ch. 4.)

13 (Clr) Treasure: "Diamonds at Dead Man's Cave."

28 45 Years w/ Fitzpatrick

34 Sports; Teatro 34

10:30  
5 Newscene, S. Chambers

13 News, Johns-Fishman

28 On Hearing Music

11:00 P.M.  
2 News, Jerry Dunphy

4 (Clr) KNBC Nws, Latham

5 Movie: "Daniel Boone, Trailblazer."

7 Baxter Ward, News

9 (Clr) Movie: "Land of the Pharaohs," Jack Hawkins, Joan Collins ('55).

11 Movie: "Fugitive Kind," Marlon Brando

13 Japan Today: "Diary of Doreen Lynne Phillips"

28 Comment: Cecil Brown

11:15  
4 (Color) Tonight, Alan King, with Sammy Cahn, Nipsey Russell, Olivia DeHavilland

7 ABC's Nightlife, Pat Boone, William B. Williams, Phil Foster, Mabel Mercer

11:30  
2 Movie: "Sand," Mark Stevens ('49)

13 Movie: "Mr. Winkle Goes to War," Edw. G. Robinson ('44)

12:30  
5 Movie: "Timber Queen."

12:45  
9 Clete Roberts, News

1:00  
4 Changing Times: News

7 (Clr) Movie: "Between Heaven & Hell," Robert Wagner

9 Movie: "Rebel Set"

13 Movie: "Toughest Man in Arizona."

1:15  
2 Movie: "Banjo on My Knee,"

2:45  
2 Movie: "Strange Intruder," Edmund Purdom.

7 (Clr) Movie: "Desert Hawk," Rock Hudson

4:00  
2, 4, 7 Project Gemini. Net-

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# Southland

## OUR COVER



Southern California — Los Angeles County in particular — gets a large cultural boost this month end when the county's Museum of Art opens its new home. It's a rich project, having run into millions of dollars, but its true esthetic and cultural values are impossible to estimate. Physical cost of the museum was paid for by private contributions. Moving into the

new home created many problems because of the great value of the museum's contents, and the fragile nature of many. However, the new quarters already are having an effect on world interest and the development of a program of great exhibits. For more about the luxurious new art home in Los Angeles, turn to Page 7.

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## THIS WEEK

For four years John Reed Mansell has headed a \$130-million-a-year corporation with 4,000 employees. His friends say his job as city manager of Long Beach would "break" a lot of men. What kind of a man is he, and what are his biggest problems? Next week, Southland staff writer Lou Jobst describes Mansell on and off the job in a profile called "He Thrives on Problems."

Fred Taylor Kraft, Editor

Sunday, March 21, 1965

### VACUUM VALUES FOR EASY SPRING CLEANING

**BISSELL  
SWEEP MASTER  
CLEANS  
WITHOUT ATTACHMENTS**

**19.88**

Handy, powerful cleaner with nozzle that swivels up and around furniture, up to baseboard, into corners. For stairs, too!

**GENERAL ELECTRIC  
NEW, EASY-ROLLING  
CANISTER VACUUM**

**29.88**

No money down, \$5 monthly on Broadway's Homemaker Account

Spring cleaning is a snap with this smooth-rolling canister model. Comes complete with full set of attachments.

**EUREKA  
"PRINCESS II" CANISTER  
WITH SANITIZED BAG**

**39.88**

No money down, \$5 monthly on Broadway's Homemaker Account

This marvelous unit comes complete with set of attachments. Features include convenient flip-top lid.

Major Appliances, B3—Floor Level

LONG BEACH

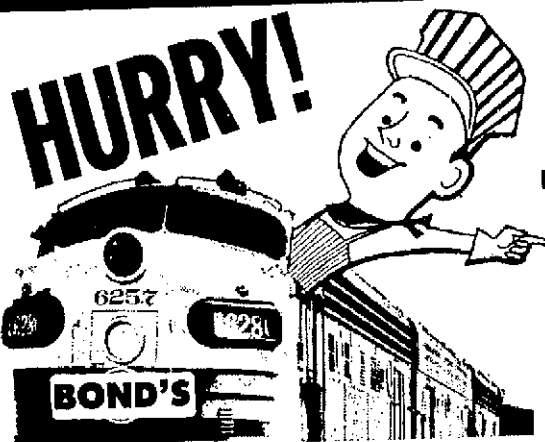
*The Broadway*

IN THE LOS ALTOS SHOPPING CENTER  
Bellflower at Stearns—596-3333

SHOP MONDAY THROUGH SATURDAY 10 A.M. TO 9:30 P.M.



Sunday, March 21, 1965

**HURRY!**

# Last Chance to Save! Final Few Days of Bond Stove Works 8th Annual TRAIN-LOAD SALE!

SHOP TODAY SUNDAY . . . STILL A BIG SELECTION!

## BIG 2-DOOR G-E



**AUTOMATIC  
DEFROST  
Refrigerator-  
Freezer**  
ONLY 28" WIDE

Here's top quality, 2-door convenience, at tremendous savings!! While They Last . . .

**\$198<sup>88</sup>**

PAY \$7.50 PER MO.

**WE NEED YOUR TRADE!**

### "HOT CINDER!" RECONDITIONED SPECIALS!



#### Reconditioned Refrigerators

**GIBSON APT. SIZE REFRIG.** Freezer unit, adjustable racks, meat pan, fully reconditioned, glistening white finish. **\$69**

**Reduced price HOTPOINT STANDARD SIZE REFRIGERATOR.** Speed freezer unit, butter keeper, meat fender, slide-out shelf, door thermometer, lower storage. Fully reconditioned, sparkling finish. **\$69**

**Huge savings price** . . .

**SERVEL APT. SIZE REFRIG.** Freezer compartment, meat pan, removable racks, fully reconditioned, glossy finish. Top buy at **\$69**

#### Reconditioned Ranges

**O'KEEFE & MERRITT APT. SIZE GAS RANGE.** Top pilot lighting, glistening silver racks, lo-broiler, completely reconditioned. Sharp buy at **\$49**

**VESTA 36" GAS RANGE.** Thermo controlled oven, top pilots, lo-broiler, counter tops, fully reconditioned. All for only **\$49**

**GRAND 36" GAS RANGE.** Top light lighting, thermometer controlled oven, lo-broiler, swing door cabinet compartment, fully reconditioned. **\$59**

Economy special

## Make Everyday an Easy Washday!!



**GENERAL ELECTRIC  
FILTER-FLO<sup>®</sup>  
WASHER**  
• BIG 12-lb. capacity  
• Famous Filter Flo Washing System

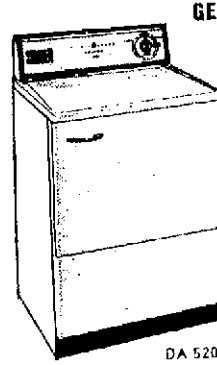
WA 5304Y

BOXCAR SIZE SAVINGS

**\$188<sup>88</sup>**

BUY BOTH ONLY

**\$10<sup>88</sup>** MONTH



**GENERAL ELECTRIC  
MATCHING  
High-Speed  
DRYER**  
• No special wiring necessary!  
• The quality automatic

DA 520Y

BOXCAR SAVINGS SAVINGS!

**\$148<sup>88</sup>**

## TRAIN-LOAD BARGAIN

**GENERAL ELECTRIC  
americana<sup>(T)</sup>**

LOOKS LIKE A  
BUILT-IN . . .

without built-in cost. Skylight<sup>(T)</sup> window over Master oven.

**Two Ovens!  
Only  
30" wide!**



**THREE MODELS FROM  
WHICH TO CHOOSE**

**★ SAVE UP TO \$100 ★**

## YOU CAN GO OUT WHEN THE DISHES GO IN!!

With a GE  
**Mobil Maid<sup>®</sup>  
Dishwasher**



Sparkling  
Dishes  
without  
rinsing

**BUY  
NOW**

**F  
R  
O  
M**

**99<sup>95</sup>** SP-99  
(not shown)

**EASY BUDGET  
TERMS!**

# BOND STOVE WORKS

BERT BOND, owner

965 E. 4th ST.

LONG BEACH

HE 5-5669

Daily 'til 6; Mon. and Fri. 'til 9; Sun. 12 to 5  
Terms to Fit Every Budget—Immediate Delivery—Taps in Service



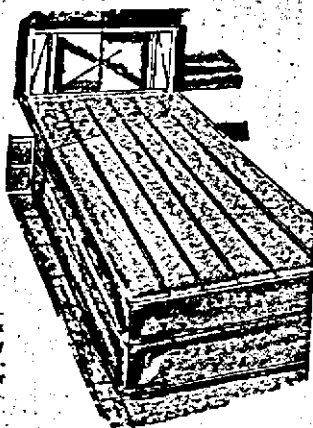
# ACME SPRING SALE-A-RAMA

Shop Acme's exciting value-event and invest in years of luxurious sleeping comfort... the finest bedding money can buy... for EVERY member of your family!

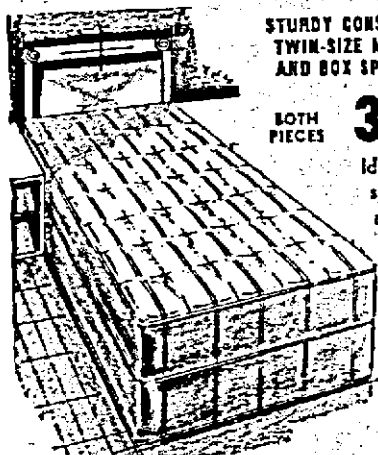
FOAM RUBBER  
COMFORT WITH  
ECONOMY! 4" LATEX  
FOAM RUBBER  
MATTRESS AND  
BOX SPRING SET

**79<sup>50</sup>**

TWIN OR FULL SIZE U.S.  
Rubber or Firestone Latex  
throughout. Infinite variety  
of firmness to choose from.  
Extra deep box spring for  
added resilience.



## "ECONOMY" TWIN -



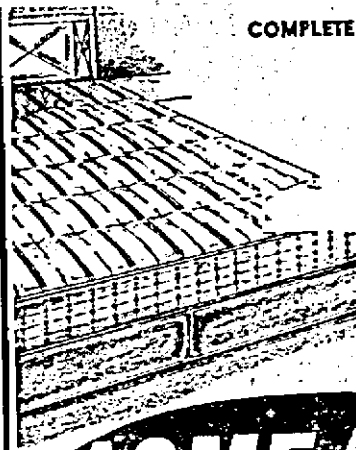
STURDY CONSTRUCTION  
TWIN-SIZE MATTRESS  
AND BOX SPRING SET

BOTH  
PIECES

**39<sup>50</sup>**

Ideal for children  
spare bedroom,  
additional sleep  
capacity.

EVERYTHING NEEDED FOR KING-SIZE  
SLEEPING! 11-PIECE KING-SIZE MATTRESS  
AND BOX SPRING ENSEMBLE.



COMPLETE **\$129<sup>50</sup>**

11 PIECES INCLUDES:

- King-size mattress
- 2 box springs
- 6-caster frame
- "Gelacloud" bed pad
- Fitted "Ulrica" percale bottom sheet
- Top sheet
- 8 pillowcases

Choice of firmness  
... Extra heavy 8-oz.  
covering ... 2 box  
springs ... fully  
guaranteed.

**ACME MATTRESS FACTORY**

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Bellflower — Open Monday and Friday 10-9 — 925-5955

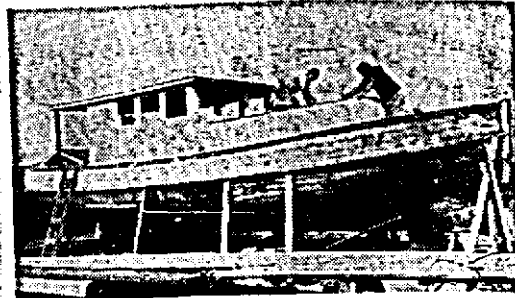
# From Humble Beginnings, A Luxury Boat

By HI SIBLEY

THE valiant Yakydak, familiar to yachtsmen in Newport Bay, was a long time a-borning. Some 3,000 hours of spare time of Richard Lehman and H. S. Sibley of Lido Isle went into her construction.

She was built on the hull of a surplus Navy shore boat for which the two old salts (fortyish) paid \$150. It didn't look at all promising when hauled up into a boat yard, a mere shell that had been drying out on shore for a long period; no engine, no gear, no deck, no nothing. But her ribs and 1 1/4 inch planks were sound.

THE OWNERS were not dismayed at the task ahead, but that was because they did not realize what they were in for—scraping, caulking, painting to render it seaworthy. On weekends, evenings, holidays and even during lunch hours building bulkheads, laying decks, erecting



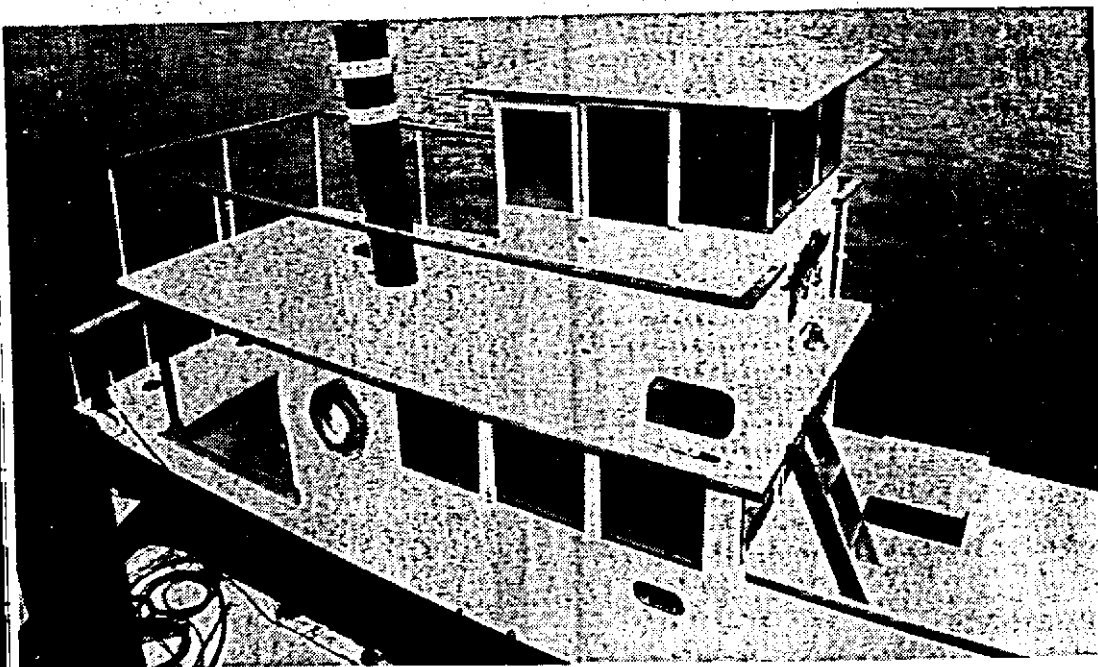
Work already well under way, this Navy shore boat gets first coat of paint in conversion.

cabin and wheel house. Hardest job was adding the three-foot-high bulwarks forward which improved the lines. About a bushel of nails, screws and small hardware, hundreds of feet of plywood, gallons and gallons of paint, not to mention yards of glass cloth and fiberglass resin.

An ingenious hydraulic system was installed for steering and engine control and intricate electrical circuits for lights, starting and the like. There was even a panic button whose sole function was to amuse guests.

Yakydak sleeps six. All seats and bunks are provided with custom made flotation cushions. There is a compact galley, bar, two heads and a powder room. With ample fuel and water tanks she is ready for a cruise on the deep blue yonder.

A truly luxurious craft from a very humble beginning.



—Photos by WALT FRISBIE

All superstructure and decking above black hull is added construction to the original Navy surplus craft.



—Photo by KENT MITCHELL

On shakedown cruise to Catalina, Yakydak maintained an average nine knots in channel swells and choppy sea.

Southland Magazine



Ten

## TUESDAY

March 23, 1965

### ★ PAID ADVERTISEMENT

4:00

2, 4, 7 Pre-Launch Coverage

6:00 A.M.

2 Gemini: Two Men in Space, Walter Cronkite (see box)

4 The Gemini-Titan III, Frank McGee (see box)

7 The Space Frontier—Two in Orbit, Jules Bergman (see box)

7:00 A.M.

11 TV Institutes (educ.)

7:30

11 The Hobo Kelly Show

7:45

9 Big Babysitter (cartoons)

8:00 A.M.

9 Pancake Man, Hal Smith

8:30

9 Big Babysitter (cartoons)

9:00 A.M.

5 For Kids Only (cartoons)

11 New Jack LaLanne Show

13 News, George Nolan

9:15

13 Guideposts (to 11:30)

9:30

5 Romper Room

11 Movie: "4 Wives," Lane Sisters, Claude Rains

10:00 A.M.

9 Movie: "Speed Crazy," Brett Halsey ('59)

10:30

5 Wild Bill Hickok

11:00 A.M.

5 Peter Gunn, C. Stevens

11:30

5 Thin Man, Peter Lawford

9 American Economy

11 Sheriff John, J. Rovick

13 Teleplay: "Walking John Stopped Here," Edward Arnold

11:45

28 The Friendly Giant

12:00 NOON

4 (Clr) Let's Make a Deal

5 Topper, Leo G. Carroll

7 The Donna Reed Show

9 Bowery Boys Movie

13 The Ann Sothern Show

28 French Chef, Julia Child: "Lettuce, sauerkraut"

12:30

4 Moment of Truth

5 The Ray Milland Show

7 Father Knows Best

11 Movie: "Flaxy Martin," Virginia Mayo ('49)

13 Letters to the Manager

28 Meant for Reading

12:45

13 Bill Johns, News

1:00 P.M.

2 Movie (to 3)

4 The Doctors, J. Pritchett

5 (Clr) World Adventures

7 Tennessee Ernie Ford

9 Movie: "Beast of Budapest," Gerald Milton

13 (Clr) Movie: "Home-stretch," Cornell Wilde

28 In-Class Music, Science

1:30

4 Another World

5 Movie: "Danger Street," Robert Lowery ('47)

7 Girl Talk, Virginia Graham, Agnes Moorehead, Gloria Swanson

2:00 P.M.

4 (Color) You Don't Say

7 Flame in the Wind

2:15

11 Movie: "That Certain Woman," Bettie Davis

2:30

4 Match Game, G. Rayburn

7 Day in Court: child beat/g

9 9 in the Line, C. Roberts

11 John Russell answers charges that the John Birch Society is dangerous.

3:00 P.M.

2 The Secret Storm

4 Everything's Relative

5 Newscene, S. Chambers

7 General Hospital

13 (Color) Rocky & Friends

28 Teacher '65 (CTA)

3:15

13 (Color) Felix the Cat

3:30

2 The Jack Benny Show

4 (Clr) Movie: "So This Is Love," Kathryn Grayson

5 Bozo and His Friends

7 The Young Marrieds

9 (Clr) King & Odie, Zolar

28 Ins-Service Mathematics

4:00 P.M.

2 Life of Riley, W. Bendix

5 Popeye Cartoons

7 Trailmaster, Shelly Winters

9 Jungle, Great Zolar

11 Sheriff John's Club Time

13 (Color) Courageous Cat

28 World of Music: "Madrigals of Gesualdo"

4:30

2 Movie: "Slowaway," Shirley Temple ('36)

5 Burns and Allen Show

9 Astro Boy, Engineer Bill

28 Heritage: "Prejudice"

34 Escuela KMECH (English)

5:00 P.M.

5 Shebang! Casey Kasem, Eddie Hodges with Dick and Dee Dee

7 News Hour, Baxter Ward

9 Space Patrol, Eng. Bill

11 Billy Barty & 3 Stooges

13 The Lloyd Thaxton Show

28 What's New? "Coins"

5:30

9 The People's Choice

11 The Mickey Mouse Club

28 The Friendly Giant

5:45

4 (Color) KNBC News

28 Sing Hi—Sing Lo

6:00 P.M.

2 Big News, Jerry Dunphy

4 (Clr) KNBC Nws, Latham

5 (Color) Forest Rangers, Graydon Gould

7 Movie: "End of the Line," Alan Baxter

9 9th St. West, Sam Riddle

11 Winchell-Mahoney Time

13 (Color) Ruff 'n' Reddy

28 Anatomy of Revolution

"Aftermath," with its purges, political capture.

34 Noticiero 34 (News)

6:30

4 Huntley-Brinkley Report

5 Leave It to Beaver

13 Huckleberry Hound

28 Four Words: Psychology

7:00 P.M.

2 Walter Cronkite, News

4 (Color) American Jack Douglas: "El Paso del Norte," Al Jarex.

5 Rifleman, Chuck Connors

9 Best of PARIS & ITALY

★ MAY CO. FASHION SHOW

Couturier originals, and line-for-line copies.

11 Bachelor Father, Forsythe

13 WONDERS OF THE WORLD

★ KHYBER PASS—PAKISTAN

28 World of Music: "Madrigals of Gesualdo," Columbia Univ. Chorus

7:30

2 Ralph Story's Los Angeles. Story looks back to 1910, and the bombing of the L.A. Times during the publisher's war against labor unions.

Killed were 20 men in the building.

4 Mr. Novak, James Franciscus, Michael Pollard.

8:00

2 The Red Skelton Hour, with George C. Scott, The Honeycombs. Scott plays a scientist who snares Freddie as the perfect "volunteer" for a 6-month survival test in Antarctica.

4 (Clr) Hukilabaloo. Guest host Dean Jones welcomes Leslie Uggams, Gene Pinney, the Astronauts, Junior Walker

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2 News, Jerry Dunphy

4 (Clr) KNBC Nws Latham

5 Movie: "Hell's Outpost," Rod Cameron ('54)

7 Baxter Ward, News

9 (Clr) Movie: "Boy on a Dolphin," Sophia Loren, Alan Ladd ('57)



WALTER BRENNAN is arrested for drag racing during "The Tycoon" at 9 p.m. Tuesday, chan. 7.

Beau (Lloyd's son) Bridges. A riot erupts in the gym during a championship basketball game

★ ANDY GRIFFITH

★ NO TIME

★ FOR SERGEANTS

with Nick Adams ('58)

11 Tales of Wells Fargo

13 WANDERLUST—Storybook

★ Province of SALSBURO

Bill Burrud takes a color look at nature's splendor, snow sports, festivals.

28 Dynamics of Leadership: "Group Conflicts"

8:00 P.M.

2 The Joey Bishop Show. Dinner-party argument over sons vs. daughters dissolve in an instant as Ellie is rushed off to the hospital for her baby.

5 Richard Diamond

11 Movie: "7th Veil," James Mason, Ann Todd (Br-'45). Fine romantic drama of brooding bachelor and his ward.

13 (Clr) American West, Jack Smith: "Sculptured Earth," La Sal mountains, Hell's Backbone, Circle cliffs, Sipapu bridge of southern Utah.

28 Great Decision: 1965: "Trade, Food & Dollars" and Kennedy round of tariff negotiations.

34 Festival de Canciones

8:30

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★ PROMPT SERVICE

General Contractors

V.A. PH. 634-2630

and the All-Stars, the Young Folk, Shani Wallis and from London, the Moody Blues.

★ ROLLER GAMES—2 MRS.

★ T-BIRDS VS. DEVILS

ACTION! THRILLS!

(see sports box)

7 McHale's Navy, Ernest Borgnine. Japanese complain of unfair warfare when their raiding party comes upon Ensign Parker in an Easter Bunny costume.

13 "SCIENCE IN ACTION"

★ THE IRON COW

The S.S. Hope carries milk made from sea water to backward countries.

28 Cecil Brown: "Killing of a King" (8:40). Paul Rogers plays Charles I of England

34 Voces de Mexico

9:00 P.M.

7 Tycoon. Walter Brennan, champion drag racer Tommy Ivi (as himself). Walter gets so involved with racing that he ends up in a qualifying heat and sets a new record—the slowest time ever run.

13 SCIENCE FICTION TH'RT

★ STARS CRAIG STEVENS

"Water Maker," with Virginia Gray. Scientist is summoned to desert wasteland—by a dead man.

9:30

2 Pericoat Junction. Bea Benaderet, Edgar Buchanan, Uncle Joe's sale of shares of stock in Kate's hotel goes too far, and he's forced into virtual slave labor by the new owners.

4 Gemini Review. Frank McGee. With films of astronauts' recovery

7 Peyton Place I, Dorothy Malone, Tim O'Connor. One father makes a deal to protect his daughter, while another learns of a deal his daughter made.

13 EXPEDITION—JOURNEY

★ TO THE LOST WORLD

to a mysterious plateau in South America.

34 Estudio "A" (musical)

9:40

9 Cleo Roberts; Yonty

10:00 P.M.

2 Doctors and the Nurses, Shirl Conway, Ralph Meeker (repeat). Liz Thorpe's life is threatened in a series of mysterious phone calls.

4 (Color) Inter-American Highway: Bridge of the Americas (see box)

7 The Fugitive, David Janssen, John Milford. Kimble is mistaken for a government witness in a racketeer case and is picked up by the police for protective custody.

9 Championship Bowling

11 George Putnam, News

13 (Color) Vagabond: "Grand Canyon" and Havasupi Indians

34 Canciones del Recuerdo

28 India Experiment (10:06)

10:30

5 Newscene, S. Chambers

13 News, Johns-Fishman

34 Tiempos y Contrastes

28 Cecil Brown (10:36)

11:00 P.M.

2 News, Jerry Dunphy

4 (Clr) KNBC Nws Latham

5 Movie: "Hell's Outpost," Rod Cameron ('54)

7 Baxter Ward, News

9 (Clr) Movie: "Boy on a Dolphin," Sophia Loren, Alan Ladd ('57)

## SPECIAL

**PROJECT GEMINI**—Complete coverage of the two-man space flight of Major Virgil I. Grissom and Lt. Cmdr. John W. Young, now scheduled for today, will begin at 4 a.m. on all networks and continue through their three-orbit flight and recovery by the carrier Intrepid off Grand Turk Island, not earlier than 11:30 a.m. The lift-off is now scheduled for 6 a.m., with earlier coverage following the astronauts in their space suits as they move to the launch pad and the elevator that will take them to their capsule atop the Titan rocket. Included in the 8-hour telecast will be reports from Pad 19 at Cape Kennedy, the White House, the astronauts' homes in El Lago, Texas, plants where the Gemini capsule and Titan boosters were constructed. Evening highlight reviews of the flight, all half hours, are slated for 9:30 p.m., ch. 4, and 11:15 p.m. on both ch. 2 and ch. 7.

**INTER-AMERICAN Highway: Bridge of the Americas**—Frank McGee is narrator for a 3,000-mile journey from Laredo, Texas, to the still-unconquered Darien Jungle in Panama, crossing Mexico and entering Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama. Along the route, the Lou Hazam-produced hour, at 10 p.m., ch. 4, looks at natural wonders, modern cities, archaeological sites and such activities as a fiesta (in Chichicastenango), a bullfight and a Little League baseball game.

11 (Clr) Movie: "Sword of Conqueror," Jack Palance (Ital.-'62)

13 Japan Today: "Post and Beam"

11:15

2 Gemini Wrap-Up

4 (Color) Tonight, Johnny Carson, Benny Goodman, Johnny Mathis, Phil Foster, Ruta Lee

7 Space Frontier—Two in orbit. Day's highlights

11:30

13 Movie: "No Place to Land," John Ireland ('58)

11:45

2 Movie: "Trouble With Women," Ray Milland

</



# Cap, Gown



**RICHARD ARMOUR**  
He Wears 2 Costumes

By Aubrey B. Haines

**M**ANY poets scarcely achieve fame in their lifetime. Richard Armour of Claremont leads the double life of a college professor and a popular author of humorous verse and whimsical prose. "I have two costumes," he says, "a cap and gown and cap and bells."

He has written more than 5,000 pieces of light verse for more than 100 magazines in the United States and England, including the Saturday Evening Post and the New Yorker. Recently his 27th book was published.

Since 1945 he has been professor of English at Scripps College and the Claremont Graduate School until his recent retirement. "Armour's aim," said a New York Times critic, "is to sum up in four lines a universal truth and to leave it writhing."

Richard Willard Armour was born in San Pedro in 1906. When the boy was young, his family moved to Pomona, where his father operated the Armour Drug Company. In World War II, he served active duty in antiaircraft artillery and later as a lieutenant-colonel detailed to the War Depart-

ment's General Staff under Gen. Dwight D. Eisenhower.

ARMOUR married Kathleen Fauntleroy Stevens, whom he had met in the first grade, on Christmas Day 1932. The Armours have two children: Geoffrey Stevens and Karin Elizabeth Armour. Dick's experiences in the Army, as a father, a husband, and a teacher serve as grist for his poetic mill.

"The transitions in my life," he says, "have been relatively painless, if not without their ration of peaks and valleys." The peaks (or reception of his books) may be enviable. "Most unusual," he says, "was my book, 'Through Darkest Adolescence,' completed in a Zen Buddhist temple in Kyoto, Japan. To write it, I got as far away from teen-agers and other distractions as I could. However, I took my daughter with me. She was a perfect specimen, with all the weird, wonderful qualities. She was 18 and at the end of the normal — which is frightening — age of adolescence."

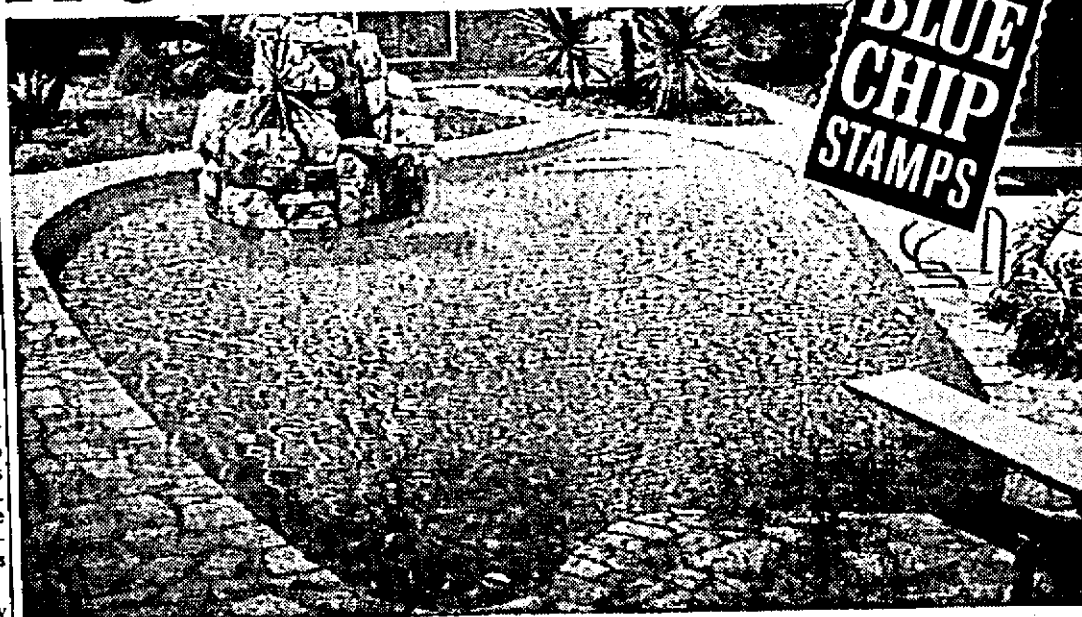
"I WROTE the book as a result of a talk I gave to parents of junior high school students. After I'd finished, I realized that I'd written a

(Continued on Page 30)

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INCOME UNITS APARTMENTS  
HOMES REMODELING  
Models of units and homes to show you.  
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"L.B. SINCE '33"  
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AND MANY, MANY OTHER FINE GIFTS!

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any swimming pool. When your pool is completed (any standard swimming pool) one of many fine gifts will be given to you. **CALL TODAY!** Get the facts **BEFORE YOU CONTRACT TO BUY ANY POOL!** You have everything to gain... **BLUE CHIP STAMPS, GIFTS, LOWER PRICE, FINER POOL!** Phone or come in today!

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# Week's Top Shows

**Sunday** — "Profiles in Courage" at 6:30 p.m. on channel 4 brings the story of Kansas Sen. Edmund G. Ross, a man whose vote could determine whether President Andrew Johnson would be impeached.

two-man American space flight scheduled for this week, Walter Cronkite will be the principal commentator.

**Tuesday** — "The Inter-American Highway" hour special at 10 p.m. in COLOR on channel 4 is about a road that stretches more than 3,000 miles from Mexico to

Panama. Frank McGee narrates.

**Wednesday** — "The Danny Kaye Show" at 10 p.m. on channel 2 features actor Jason Robards Jr. and his wife, Lauren Bacall.

**Thursday** — "Lena" is a one-hour special at 8 p.m.

on channel 11 featuring Lena Horne. During the program, actor James Mason will make his TV singing debut. The program was taped in London.

**Friday** — Bob Hope brings another hour special that covers his Southeast Asia tour during which he entertained GIs. It airs at 8:30

p.m. on channel 4.

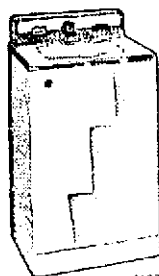
**Saturday** — "The Patsy Awards," presentations for the most exciting animal performers, will be telecast at 6:30 p.m. on channel 13. An hour special.

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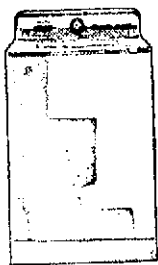
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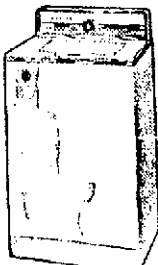
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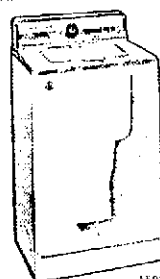
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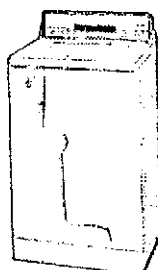
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zine will help you.

*By Walter Finch*

**A**NCIENT MAN called the  
world oceans "poisoned  
seas."

The appellation arose  
from the fact that sea water  
contains concentrations of  
many minerals, most of  
which render it useless and  
dangerous for human con-  
sumption.

The best known of these  
components, naturally, is  
salt. Less known is the fact  
that the sea, in solution  
form, contains vast quanti-  
ties of highly-prized min-  
erals including gold, silver,  
magnesia, potash, bromine,  
boron, copper, zinc, manga-  
nese and others.

Man has "mined" the sea  
for salt, a substance as vital  
to human survival as water  
itself, for thousands of  
years.

THE CHINESE are known  
to have produced salt by  
solar production more than  
4,000 years ago and Aristotle  
wrote at length on the  
process.

The method is still used  
today throughout the world,  
including the Pacific Coast.  
Two of the earth's largest



Salt is among the many components of sea water which also contains many  
valuable minerals. Above, salt pile at Scammon's Lagoon, Baja California.

solar salt works are situat-  
ed at San Francisco Bay and  
Scammon's Lagoon, 300  
miles south of Long Beach  
on the west coast of Baja  
California.

The San Francisco works  
is operated by Leslie Salt

Co. and covers hundreds  
of acres at the bay's south-  
ern end.

The Baja California solar  
works produces about one  
million tons of salt each  
year. This salt is carried to  
the far corners of the earth

by more than 100 ocean go-  
ing vessels that call at the  
remote and isolated Scam-  
mon's Lagoon.

THE PORT of Long Beach  
imports 60,000 tons of salt  
(Continued on Page 22)

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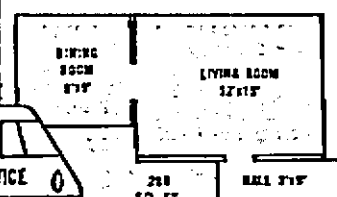
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# WEDNESDAY

March 24, 1965

## ★ PAID ADVERTISEMENT

- 2 Beyond the Earth (USC)  
4 Our Legal Profile  
7 Guidelines: "Pools"  
7:00 A.M.  
2 Captain Kangaroo  
4 Today, Hugh Downs with the Womenfolk, Phyllis manager Gene Mauch  
7 Scope: "Psalmody"  
11 Survey of Arts: "Soviet"  
7:30  
7 Pinky Lee, Carlin Capers  
11 The Hobo Kelly Show  
7:45  
9 Cartoons-Comedies to 10  
8:00 A.M.  
2 Panorama Pacific, Rowe  
7 Married Joan, J. Davis  
8:30  
7 The Count Marco Show  
13 (Clr) Science in Action  
9:00 A.M.  
2 News with Mike Wallace  
4 Make Room for Daddy  
5 For Kids Only (cartoons)  
7 The Pamela Mason Show  
11 New Jack LaLanne Show  
13 News, George Nolan

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An antenna  
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**SIGNAL**  
RADIO & TV SERVICE

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9:15

- 5 Tricks 'n' Treats: Lenten fish recipes  
13 Guideposts (to 11:30)

9:30

- 2 I Love Lucy, Lucille Ball  
4 (Clr) What's This Song?  
5 The Romper Room  
11 Movie: "4 Mothers," Lane Sisters (41)

10:00 A.M.

- 2 Andy of Mayberry  
4 Concentrat'n, H. Downs  
7 The Mike Douglas Show  
9 Movie: "Durango," Jeff Chandler (57)

10:30

- 2 The McCoy's, W. Brennan  
4 (Clr) Jeopardy, Fleming  
5 Wild Bill Hickok

11:00 A.M.

- 2 The Love of Life  
4 (Clr) Say When, James  
5 Peter Gunn, C. Stevens

11:30

- 2 Search for Tomorrow  
4 (Clr) Truth-Consequences  
5 Thin Man, Peter Lawford  
7 Price Is Right, Bill Cullen  
9 Discovery: "Wm. Penn"  
11 Sheriff John, J. Rovick  
13 Teleplay: "Citizen Chang," Danny Chang

11:45

- 2 The Guiding Light  
28 The Friendly Giant

12:00 NOON

- 2 My Little Margie  
4 (Clr) Let's Make a Deal  
5 Topper, Leo G. Carroll  
7 The Donna Reed Show  
9 Bowery Boys Movie  
13 The Ann Sothern Show  
28 Moscow Story, Australian-filmed tour of Red Square, the Kremlin

12:30

- 2 As the World Turns  
4 Moment of Truth  
5 The Ray Milland Show  
7 Father Knows Best  
11 Movie: "Johnny o'Clock," Dick Powell (47)  
13 Letters to the Manager

1:00 P.M.

- 2 Password, Allen Ludden  
4 The Doctors, J. Pritchett  
5 (Clr) World Adventures  
7 Tennessee Ernie Ford  
9 Movie: "Case of the Red Monkey," Richard Conte  
13 (Clr) Movie: "Kentucky," Richard Green (38)  
28 In-Class Spanish, Science

1:30

- 2 Art Linkletter H's Party  
4 Another World  
5 Movie: "7 Were Saved," Richard Denning (47)  
7 Girl Talk, Virginia Graham, Lenka Peterson

2:00 P.M.

- 2 To Tell the Truth  
4 (Color) You Don't Say  
7 Flame in the Wind

2:15

- 11 Movie: "Great Mike," Stu Erwin, Carl Switzer

2:30

- 2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Child beat'g  
9 9 on the Line, C. Roberts

3:00 P.M.

- 2 The Secret Storm  
4 Everything's Relative  
5 Newscene, S. Chambers  
7 General Hospital

3:30

- 2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Child beat'g  
9 9 on the Line, C. Roberts

3:45

- 2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Child beat'g  
9 9 on the Line, C. Roberts

4:00 P.M.

- 2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Child beat'g  
9 9 on the Line, C. Roberts

4:15

- 2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Child beat'g  
9 9 on the Line, C. Roberts

4:30

- 2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Child beat'g  
9 9 on the Line, C. Roberts

## SPECIAL

**DON PASQUALE** — Excerpts from Donizetti's comic opera are offered at 8:40 p.m., ch. 28, as produced by the Denver (Colo.) Lyric Theatre. From the delightful comic classic you'll see the second scene from Act I, the entire Act II and duet and finale of Act III.

**DANNY KAYE** — Actor Jason Robards, Jr. and his actress wife Lauren Bacall make one of their rare TV appearances at 10 p.m., ch. 2, joining singer Danny Cox and Kaye's regulars in sketches dealing with expectant fathers, celebrity guests on panel quiz shows.

**I'LL BET** — You may have seen it locally during its KTLA run, but it debuts Monday in a daily 11:30 a.m. NBC colorcast as celebrity couples risk bets (winnings to charity) on how much their mates know. Host Jack Narz previews the series in the 8-min. fill following the movie, at 10:52 p.m., ch. 4, in color. Guests are Dan Blocker (laped before his hospitalization) and his wife Dolphia, plus Patricia Blair and hubby Martin Colbert, same teams who'll take part during initial week.

13 (Color) Rocky & Friends  
28 Beyond the Earth

3:15

13 (Color) Felix the Cat

3:30

2 The Jack Benny Show

4 (Clr) Movie: "Hondo," John Wayne (54)

5 Bozo &amp; His Friends

7 The Young Marrieds

9 (Clr) King &amp; Odie, Zolar

4:00 P.M.

2 Movie: "Great Sinner," Gregory Peck, Ava Gardner, Walter Huston (49)

5 Popeye Cartoons

7 Trailmaster, Anna Maria Alberghetti

9 Jungle, Great Zolar

11 Sheriff John's Club Time

13 (Color) Courageous Cat

28 Japan—The Changing Years: "Paradox"

4:30

5 Burns and Allen Show

9 Astro Boy, Engineer Bill

28 Discovery: "The Praying Mantis"

34 Escuela KMEC (English)

5:00 P.M.

5 Shebang! Casey Kasem, Eddie Hodges with Bobby Freeman

7 News Hour, Baxter Ward

9 Space Patrol, Eng. Bill

11 Billy Barty &amp; 3 Stooges

13 The Lloyd Thaxton Show

28 What's New? "Children of Europe"

5:30

9 The People's Choice

11 The Mickey Mouse Club

28 The Friendly Giant

5:45

4 (Color) KNBC News

28 Sing Hi—Sing Lo

6:00 P.M.

2 Big News, Jerry Dunphy

4 (Clr) KNBC Nws, Latham

5 (Color) Forest Rangers

7 (Clr) Movie: "Yankee Pasha," Jeff Chandler.

(Advertisement)

## WOMEN OFTEN HAVE BLADDER IRRITATION

After 21, common kidney or bladder irritations affect many women as men and may make you tense and nervous from too frequent, burning or itching urination both day and night. Secondary, you may feel sore and tired from headaches, backaches and feel old, tired, depressed. In such irritation, cystitis usually brings fast, rising comfort by curbing irritating germs in strong, acid urine and by analgesic pain relief. Get CYSTEX at drugists. Feel better fast.

Rhoda Fleming (54)  
9 9th St. West, Sam Riddle  
11 Winchell-Mahoney Time  
13 RUFF 'N' REDDY—CRAZY  
★ CLUB FUN W/BOB ADAMS  
28 American Perspective: "Portrait of a Lady"  
34 Noticiero 34 (News)

6:30

4 Huntley-Brinkley Report

5 Leave It to Beaver

13 (Color) Peter Potamus

28 4 Worlds of Man: Music

7:00 P.M.

2 Walter Cronkite, News

4 (Clr) Death Valley Days: "Battle of San Francisco Bay," Ronald Reagan. Capt. David Farragut uses his Navy uniform and a phantom fleet to bluff vigilantes.

5 Rifleman, Chuck Connors

9 Honeymooners, Gleason

11 Bachelor Father

13 THIS EXCITING WORLD

★ AMERICA'S CUP YACHTS

Australia's Greta. In its one defeat of the U. S. Weatherley.

28 Japan—The Changing Years: "Paradoxical complex of character"

7:30

2 Mr. Ed, Alan Young. Ed insists on contact lenses after he hears a park attendant (Benny Rubin) comment on his ridiculous-looking eyeglasses.

4 (Color) The Virginian, James Drury, Richard Carlson, Dorothy Green, Kathleen Crowley. The Virginian finds local lawmen and two strong-minded women opposing him when he tries to bring forgery charges against a town leader.

5 (Color) Racing Films: "Skill in Afternoon" and "Brave Challenge" (see sports box)

7 Ozzie &amp; Harriet (repeat). Kris goes back to school and Rick finds having a wife on campus presents problems.

9 JAMES DEAN! COLOR!

★ REBEL WITHOUT A CAUSE

Natalie Wood, Sal Mineo (55). Teenager's dissatisfied with the world.

11 Tales of Wells Fargo

13 ISLANDS IN THE SUN

★ RAINBOW REEF SECRETS

Color exploration of underwater coral reefs, filmed at night with underwater lighting.

28 Regional Report: "Skirmish with Poverty." Poverty war's progress on American Indian, school dropouts.

8:00 P.M.

2 My Living Doll, Bob Cummings, Julie Newmar. Defunct series winds up with run of repeats, tonight the series opener in which a space-agency psychiatrist finds the beauty in the sheet

7 The Patty Duke Show. Patty reads a school theme on Ross' desk about sisters building racing cars.

11 77 Sunset Strip, R. Smith. Amnesia victim buys protection, then disappears.

13 RICHARD BOONE SHOW

★ "THE KAFIA MAN"

Boone, Laura Devon, Guy Stockwell. In one

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**DEBBIE REYNOLDS** is feted for her term as president of the Thalias, a charitable organization, during "Hollywood '65" at 10 p.m. Wednesday, channel 9.

of the two plays the late Clifford Odets wrote for this series, a deported Mafia kingpin agrees to exchange underworld information for police protection for an hour's visit in U.S. with son.

34 Arriba el Norte

8:30

2 Beverly Hillsbillies, Buddy Ebsen. Afraid he'll lose his rights to the Clam-pett oil if he rejects the "favor," oil tycoon and his sophisticated bride (Frank Wilcox, Lisa Seagram) agree to Jed's offer of a raucous, hill-billy-style honeymoon.

5 Ice Hockey (sports box)

7 Shindig, Jimmy O'Neill with Dick and Dee Dee, Shirley Ellis, Bobby Goldsboro, Jewel Akens, Donna Loren, Bobby Sherman, Jackie Wilson, Glen Campbell, Blossoms, Wellingtons, Standells, Tradewinds

28 Cecil Brown; Don Pasquale (8:40). See box.

34 Miercoles Musical

9:00 P.M.

2 Dick Van Dyke Show. Sally's new boy friend (Richard Angurola) is very mysterious about what he does for a living, and Rob and Buddy

find out something they're afraid to tell her

4 (Color) Movie: "Last Voyage," Robert Stack, Dorothy Malone, George Sanders, Edmond O'Brien (60-1st run). Suspense drama of the rescue of 1500 passengers from a sinking luxury ocean liner. (Movies shift to Tuesdays next season.)

11 Breaking Point, Paul Richards, Jennifer Gillespie, Kathy Nolan. Extremely bright, but unadoptable, girl lives in dream world.

13 TRUE—BOMBER PILOT

★ ESCAPE—JACK WEBB

Ben Wright (pt. 2). One-time magician becomes prisoner in concentration camp in order to direct escape of others.

9:30

2 The Cara Williams Show. Frank sees through...

Cara's plot to cover up her extravagance with a "found" pawn ticket, and counterplots with a trick

of his own.

7 BURKE'S LAW

★ STARRING GENE BARRY

When the veteran policeman who was his mentor is slain, Burke looks at the five the old-timer had kept under surveillance—Hal March, Susan Strasberg, Ricardo Montalban, Terry Moore and James Whitmore.

13 REBEL—NICK ADAMS

★ &amp; CATHY O'DONNELL

34 TV Musical Ossart

28 Cinepusium (9:40)

9:40

9 Cleo Roberts: Yorty

10:00 P.M.

2 Danny Kaye (see box)

9 Hollywood! John Willis with Bobby Darin, Debbie Reynolds in Thalian salute. Sidney Poitier and Jack Lemmon discuss the April 5 Oscars (telecast live on ABC).

11 George Putnam, News

13 (Clr) Adventure Theatre

34 Box del Miercoles (boxing, Mexico City)

28 Cecil Brown (10:10)

10:30

5 Newscene, S. Chambers

7 ABC Scope: "Wall Street Instant Money," examination of the New York Stock Exchange. (Note: should Gemini shot be postponed to today, this time will be devoted to a recap of the flight.) chum (54)

13 News, Johns-Fishman

10:52

4 (Clr) I'll Bet (box)

11:00 P.M.

2 News, Jerry Dunphy

4 (Clr) KNBC Nws, Latham

5 Movie: "Rio Grande," John Wayne (50)

7 Baxter Ward, News

9 (Clr) Movie: "Track of the Cat," Robert Mitchum (54). Stalking mountain lion.

11 Movie: "In Which We Serve," Noel Coward (42). Poignant film.

13 Japan Today: Hiroshima

11:15

4 (Color) Tonight, Johnny Carson, Roy Clark, Ethel Ennis, Muriel Grossfeld

7 ABC's Nightlife, Pat Boone, William B. Williams, Carlos Montoya

11:30

2 Movie: "The Nevadan," Randolph Scott (50)

13 Movie: "Mercy Island," Ray Middleton (41)

1:00

4 Changing Times; News

5 Movie: "I Cover the Underworld," Philip Reed (47)

9 Cleo Roberts, News

11 Movies: "Bataan," "Blue-bears" and "Apache Trail"

13 Movie: "Woman of the North Country," Rod Cameron (51)

1:15

2 Movie: "45 Fathers," Jane Withers (37)

9 Movie: "Drango," Jeff Chandler (57)

**Sports Today**

**AUTO RACING, 7:30**

p.m., in color, ch. 5, has two back-to-back first-run films. First shows Grand Prix contests in Rouen (France) and Brands Hatch (England), while the other samples the world's top endurance races

**WHL HOCKEY, 8:30 p.m.**, ch. 5, follows Jim Cox to Portland where the Buckaroos host the L. A. Blades.



Los Angeles County's dazzling  
new gallery opens March 31.

# That Art May Thrive

By LOU JOBST



**ART** in the Southland is getting a magnificent new home. The Los Angeles County Museum of Art—following what may be the biggest moving job in U.S. cultural history—will open its doors in dazzling, luxurious new quarters on March 31.

Costing about \$10.5 million, the new gallery is situated on 6½ acres in Hancock Park on Wilshire Boulevard. Total value of the new museum including the land, buildings and art collection is \$70 million.

The new museum was designed by nationally known architect William Pereira and consists of three pavilions connected by logias and a 600-foot-long plaza, all surrounded by a shallow reflecting pool.

**THE MAIN** pavilion, called the Ahmanson Gallery, stands at the southwest corner of the plaza and will house the museum's permanent collection in exhibit rooms that surround a four-story-tall atrium.

These galleries, which provide nearly five times the space available at Exposition Park, are laid out so that the historical development of both western and Oriental art can be told in chronological order.

The main level of the Ahmanson Gallery will house a bookshop, a Great Hall for receptions and galleries of Italian, Flemish, French, Dutch, Spanish and English art through the 18th Century; the third level will hold 19th and 20th Century art from west Europe and America and a screen room where works not on exhibition can be kept for study; the top level will contain exhibitions of decorative art including prints, drawings and costumes.

**COMPRISING** the northeast corner of the plaza is the Lytton Gallery, designed to house visiting and changing exhibitions.

The third pavilion in the complex is the Leo S. Bing Center which is composed of a 600-seat auditorium, educational offices, a children's workshop and gallery, snack kitchen, lounge and lecture hall.

The new museum, says its director, Richard F. Brown, "ranks with the best in the world" and "will provide all Californians a chance to discover the best artistic creations of mankind in an appropriate setting."

Cost of the museum was paid for by donations from private citizens and construction was begun in 1962.

Brown estimates it will cost \$1 million annually to operate the new museum.

**THE MOVE** to the new facility began last Oct. 1 and involved the packing and shipping of more than 500,000 expensive-to-priceless art objects, ranging from a de Goya painting worth \$250,000 to bite-sized chips of rare Persian textiles.

Engineers had to design special crates for many of the art objects including braced vertical standards for delicate statuary and it required more than 125 van loads to get the collection crosstown.

Tight security arrangements including unpublishized shipping times and routes surrounded the move.

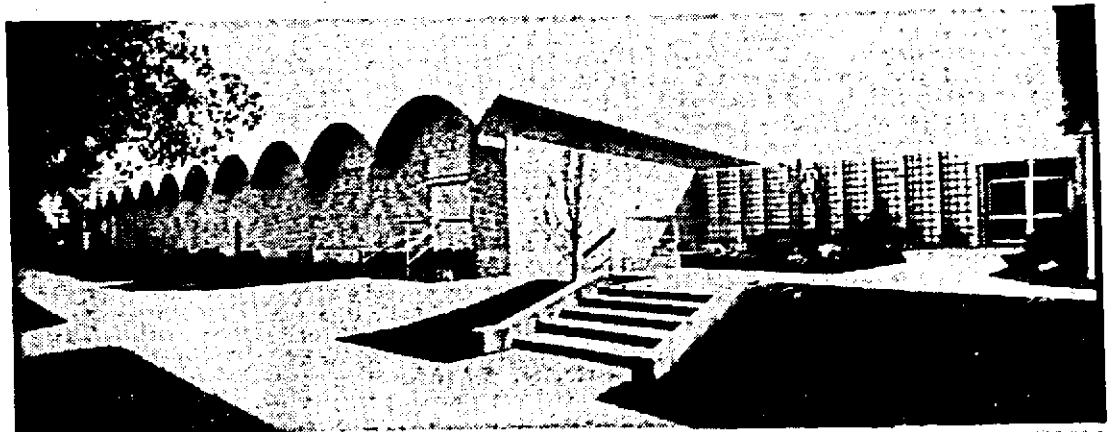
Even with the complex problems of the monumental move, setting up housekeeping in the new museum and planning of dedication and opening ceremonies, Brown and his staff are preparing for several major exhibits and a massive acquisition program.

**ALREADY** scheduled for the new museum are a major retrospective exhibition of the works of Pierre Bonnard, a showing of Japanese art and an exhibition of 7,000 years of Iranian art sponsored by the Iranian government.

The move of paintings and art works to the Hancock  
(Continued on Page 19)



Los Angeles County's new, \$10.5 million Museum of Art on Wilshire Boulevard is seen above from air. The center will open March 31. Move to new facility poses problem of protective crating for art objects, such as statuary. Below, the \$2.3 million Science Wing added to Museum complex at Exposition Park 3 years ago.





# DETOUR TO FAME

## Or 'How Success Came to Tom Poston'

By RICK DU BROW

HOLLYWOOD (UPI)—All the world loves a success story, and so today I offer a success story. I will relate how I assured Tom Poston of success.

Tom, as you know, is one of the very best comedy actors around, and was quite a hit on Steve Allen's old network television program

my memory so that in the years to come, when a movie studio would prepare my biography, I would remember the exact moment that led to my stardom.

"We need another Brazilian sailor," the gentleman continued, "You will say a few words in Portuguese."

It turned out that the Showcase Theater was planning to put on "My Sister Eileen," starring Patsy Kelly as the older sister who, in one scene, winds up doing a wild conga with some Brazilian sailors. One of the roles in the play is that of a rather unscrupulous reporter, and the actor who had the part was Tom Poston.

PATSY, of course, was the star, and carried on courageously and brilliantly even though she told me she was appalled that Evanston was a dry town. But Tom was pretty hot stuff around Chicago at that time too. His reputation was building.

He was very friendly to me. I would say, "Hello, Tom," and he would look at me as though he faintly recognized me from some-

where. After a while he looked at me as though he recognized me less faintly. And then one day he said, "Hello there, Paul." We were friends.

After that, he would occasionally give me instructions about how to put on the dark makeup for my role. After the opening night, when the critics didn't have the discernment to note the promise that my line in Portuguese showed, he was a pal and gave me confidence. To this day, it is painful for me to give an actor a bad review.

Anyway, when the show ended its brief run, I asked Tom if he would be interested in looking at some comedy material I had written. He said, "Sure." He looked. We both decided he had something else in mind. Suddenly I was graduated and went into the Army, and Tom and I went our separate ways, and he never did use any of my material.

And that is how he became a success.



TOM POSTON

along with Don Knotts, and has been on countless video panel shows. But for each man of success, there has been one fateful turn in the road, to coin a phrase.

The long chain of events that eventually led to Tom's success began, unbeknownst to him, when, in my senior year at Northwestern University in Evanston, Ill., I decided I needed some more pocket money. Show business was in my blood, to coin another phrase, and so after classes one day I walked over to the Showcase Theater, a local presenter of plays, and asked for a job as a salesman at the refreshment counter.

"THAT JOB is taken, but how would you like to be an actor?" A gentleman connected with the theater asked me.

I was suddenly dizzy with joy. I had read of such things happening—but now, to me... I immediately emblazoned the words on:

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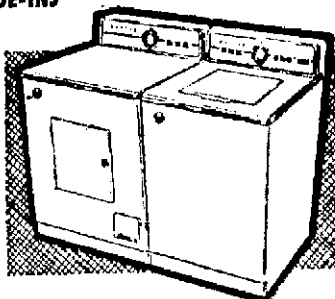
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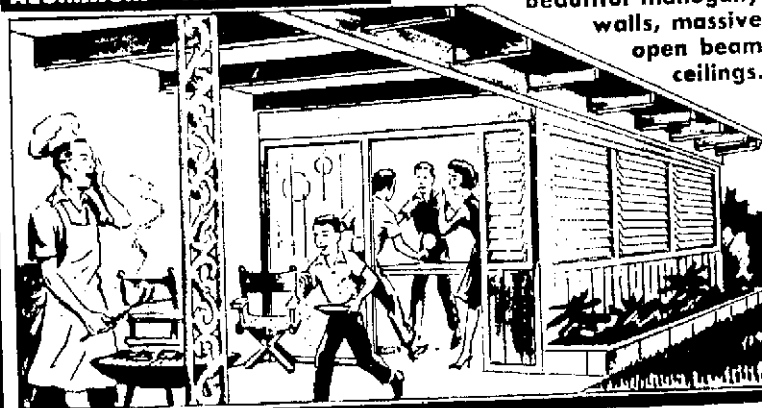
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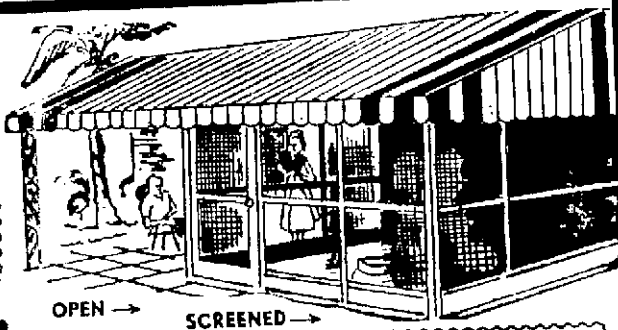
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Scandinavia's most popular export: blondes! 1964 IBC's Miss Sweden.

# Are Foreign Gals REALLY More Desirable?

By HOYT McAFEE



Latin vivacity attracts the male. Above, IBC's Miss Brazil last year.



Miss Republic of China represents stimulating charm of Oriental girls.

and women interviewed in Europe, Scandinavian countries, and the British Isles as "lazy," "sloppy in their dress," "frivolous," "domineering," and as "having little or no adventurous spirit in them."

INCIDENTALLY, that report was kept under wraps for months. But some of its "juicy" contents leaked out and became the subject of speculative comment during a national presidential campaign. When finally released, that report produced bombshell reactions in some major cities of the U.S.

It prompted thoughtful American women to mutter to themselves: "How could European and other foreign men have formed such an unfavorable impression of us?"

About the same time the results of another survey came to light. In response to a routine inquiry, a U.S. Information official revealed that unusually large numbers of American servicemen had married foreign girls. It was a trend which gained momentum during World War II and lasted well beyond the occupation of Germany and Japan.

Hundreds of GIs seized every opportunity to tell the world why they preferred foreign girls to the American variety. For example, they praised Chinese, Canadian, Australian and Japanese girls for their affection, devotion, and congenial companionship. Above all, they spoke appreciatively of "the knack girls of these nationalities have for making us feel important, both at home and in public places."

COUNTLESS other servicemen found much to admire and cherish in British, Scottish, Norwegian, Swedish, German, French, and Italian young women. Considerable numbers of them brought back brides from these lands, proud to show them off and to make it plain that American girls no longer rated "first" in their esteem.

So the signs were unmistakably clear: American women definitely had slipped in popularity, especially with millions of men who'd had a chance to go abroad and size up girls of other nationalities. Soon thereafter a rash of plays and books began to appear, each one hammering away at



Japanese girls have an undeniable charm. They are neat, very sincere.

the real or imagined shortcomings of American women.

At such a moment — with members of their sex under fire at home and abroad — a group of bachelor and career girls in New Orleans acted. Their primary purpose, they emphasized, would be to give American women the credit due them for their leadership in political and social movements, for their charm, beauty, and sex appeal, and for "their numerous other redeeming qualities."

They singled out Mrs. Jacqueline Kennedy, actress Jennifer Jones and singer Patti Page as among "our favorite young women. We especially admire their quiet courage and other worthy feminine qualities."

SINCE THEN, similar groups of young women have taken their cue from the New Orleans movement. They include units in Baltimore, Chicago, Milwaukee, and lesser cities. These young women, who operate in pretty much the same fashion as the bachelor clubs of America, consider March 10 their anniversary date.

In a leap year, they delight in

inviting their favorite bachelor friends to be their special guests. At their banner meeting they seek to put across one message: American men — and foreigners, too — should, in a spirit of fairness, take a close look at "What's Right With American Women."

Very definitely they mean this: Look them over as prospective brides and wives, before "chasing off to the nearest preacher or marriage bureau with some foreign girl."

This year the groups dedicated to giving American women due credit must deal with a recent, withering attack on their sex. It was leveled at them by Oriana Fallaci, hailed by her American publishers as "the sexpot of Italian journalism." She also has been described as "Italy's prettiest, wittiest, and most impudent journalist."

IN HER CAUSTIC — sometimes blistering — report on the status of women around the world, she summed them up as "The Useless Sex!" She reserved her potent brand of withering scorn for the millions of girls in Moslem lands ("walking ghosts in veils") and for American women who, she wrote, "try to keep their men meekly subdued on a leash."

One group of women did, however, captivate her fancy. Venturing beyond Kuala Lumpur, in Malaya, she invaded "a jungle paradise of liberated and independent women." In short, bands of females who practice matriarchy — or the custom whereby they choose their husbands, own all the property, permit their mates to visit them occasionally for love-making, and reserve the right to "discard" them at will.

That, to her, was "a happy world." Millions of free-thinking men will, of course, ridicule such a notion. We have only to remember that matriarchy flourished centuries ago.

Even Herodotus wrote about the "free-loving Lycean and Amazonian" (Continued on Page 30)

ON YOUR TOES, footloose bachelors of America and GIs returning from overseas! Several young women's groups are out to decimate your ranks—in brief, make you rue the "folly" of your unwed status and your possible preference of a foreign to an American girl.

One pioneering group in New Orleans started the ball rolling five years ago this month. These young women decided that something should be done to offset the adverse, world-wide publicity American females had just received. Specifically, a survey conducted by U.S. information agencies in foreign lands portrayed American women in an unflattering light.

They were described by the men



# THURSDAY

March 25, 1965

## ★ PAID ADVERTISEMENT

- 6:30**  
 2 Troubled Self (USC)  
 4 Our Legal Profile  
 7 Guidelines: Petrology  
**7:00 A.M.**  
 2 Capt. Kangaroo: Fire  
 4 Today, Hugh Downs  
 7 Scope: "Conducting"  
 11 Mathematics In-Service  
**7:30**  
 7 Pinky Lee Cartoons  
 11 The Hobo Kelly Show  
**7:45**  
 9 Cartoons-Comedies, to 10  
**8:00 A.M.**  
 2 Panorama Pacific, Rowe  
 7 I Married Joan, J. Davis  
**8:30**  
 7 The Count Marco Show  
**9:00 A.M.**  
 2 News with Mike Wallace  
 4 Make Room for Daddy  
 5 The Market Place  
 7 The Pamela Mason Show  
 11 New Jack LaLanne Show  
 13 News, George Nolan  
**9:15**  
 5 For Kids Only (cartoons)  
 13 Guideposts (to 11:30)  
**9:30**  
 2 I Love Lucy, Lucille Ball  
 4 (Clr) What's That Song?  
 5 The Romper Room  
 11 Movie: "Angels One-Five," Jack Hawkins  
**10:00 A.M.**  
 2 Andy of Mayberry  
 4 Concentra't'n, H. Downs  
 7 The Mike Douglas Show  
 9 Rearing Children of Goodwill, Mrs. Clark Kerr, Judge Bernard S. Jefferson  
**10:30**  
 2 The McCuys, W. Brennan  
 4 (Clr) Jeopardy, Fleming  
 5 Wild Bill Hickok  
 9 Movie: "Gay Falcon," George Sanders ('41)  
**11:00 A.M.**  
 2 The Love of Life  
 4 (Clr) Say When, James  
 5 Peter Gunn, C. Stevens  
**11:30**  
 2 Search for Tomorrow  
 4 (Clr) Truth-Consequences  
 5 Thin Man, Peter Lawford  
 7 Price Is Right, Bill Cullen  
 9 Focus on America  
 11 Sheriff John, J. Rovick

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| • Asthma          | • Dropsy        | • Leg Trouble    | • Sleeplessness   |
| • Bladder Trouble | • Dizziness     | • Liver Trouble  | • Sour Stomach    |
| • Bells           | • Dysentery     | • Lumbago        | • Urinary Disease |
| • Cataract        | • Eye Trouble   | • Nervousness    | • Vomiting        |
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13 Teleplay: "Wine of St. Albans," Dan O'llerlhy 11:45

2 The Guiding Light

28 The Friendly Giant

**12:00 NOON**

- 2 My Little Margie  
 4 (Clr) Let's Make a Deal  
 5 Topper, Leo G. Carroll  
 7 The Donna Reed Show  
 9 Bowery Boys Movie  
 13 The Ann Sothern Show  
 28 The Creative Person: John Clardi, poet

**12:30**

- 2 As the World Turns  
 4 Moment of Truth  
 5 The Ray Milland Show  
 7 Father Knows Best  
 11 Movie: "Fog Island," Lionel Atwill ('45)  
 13 Letters to the Manager  
 28 Eastern Wisdom: "Buddhism" and science.

**1:00 P.M.**

- 2 Password, Allen Ludden  
 4 The Doctors, J. Pritchett  
 5 (Clr) World Adventures  
 7 Tennessee Ernie Ford  
 9 Movie: "House of Intrigue," Curt Jurgens  
 13 (Clr) Movie: "3 Little Girls in Blue," June Haver, Vivian Blaine ('46)  
 28 In-Class Math, Art

**1:30**

- 2 Art Linkletter H's Party  
 Guest: Butch Patrick  
 4 Another World  
 5 Movie: "Navy Way," Robert Lowery ('44)  
 7 Girl Talk, Virginia Graham, Nina Foch, Mrs. Frankie Laine

**2:00 P.M.**

- 2 To Tell the Truth  
 4 (Color) You Don't Say  
 7 Flame in the Wind  
**2:15**  
 11 Movie: "Fort Algiers," Yvonne DeCarlo ('53)

**2:30**

- 2 The Edge of Night  
 4 Match Game, G. Rayburn  
 7 Day in Court: child beat'g  
 9 9 on the Line, C. Roberts. Author Eugene Burdick

**3:00 P.M.**

- 2 The Secret Storm  
 4 Everything's Relative  
 5 Newscene, S. Chambers  
 7 General Hospital  
 13 (Color) Rocky & Friends  
 28 Impressions (CSCF)

**3:15**

- 13 (Color) Felix the Cat

**3:30**

- 2 The Jack Benny Show  
 4 Movie: "Daisy Kenyon," Joan Crawford ('47)  
 5 Bozo & His Friends  
 7 The Young Marrieds  
 9 (Clr) King & Odie, Zolar  
**4:00 P.M.**  
 2 Life of Riley, W. Bendix

## SPECIAL

**LENA** — Lena Horne, the sultry beauty who occasionally sings up a storm on a Sullivan or a Como show, finally gets a full hour almost all to herself for such standards as "I've Got the World on a String," "Love," "Stormy Weather," "It's All Right With Me," "I've Got It Bad" and "The Man I Love." Filmed in England, hour has Lena backed by the Jack Parnell orchestra, conducted by her husband Lennie Hayton, and screens at 8 p.m., ch. 11, without commercial interruption. Only outside guest comes during Lena's own version of "Liz Taylor's London," when she meets a bearded Beefeater guard — James Mason — singing "With Her Head Tucked Underneath Her Arm."

- 5 Popeye Cartoons  
 7 Trailmaster: "Clara Duncan," Angie Dickinson  
 9 Jungle, Great Zolar  
 11 Sheriff John's Club Time  
 13 (Color) Courageous Cat  
 28 Science Reporter: MIT

**4:30**

- 2 Movie: "Keep 'em Flying," Abbott & Costello  
 5 Burns and Allen Show  
 9 Astro Boy, Engineer Bill  
 28 Heritage: "Intolerance"  
 34 Escuela KMEK (English)

**5:00 P.M.**

- 5 Shebang! Casey Kasem, Eddie Hodges, Ikettes  
 7 News Hour, Baxter Ward  
 9 Space Patrol, Eng. Bill  
 11 Billy Barty & 3 Stooges  
 13 The Lloyd Thaxton Show  
 28 What's New? "Coins"

**5:30**

- 9 People's Choice, J. Cooper  
 11 The Mickey Mouse Club  
 28 The Friendly Giant

**5:45**

- 4 (Color) KNBC News

- 28 Sing Hi—Sing Lo

**6:00 P.M.**

- 2 Big News, Jerry Dunphy  
 4 (Clr) KNBC Nws, Latham  
 5 (Color) Forest Rangers, Graydon Gould  
 7 Movie: "The Kettles in the Ozarks," Marjorie Main, Arthur Hunnicutt  
 9 9th St. West, Sam Riddle  
 11 Winchell-Mahoney Time  
 13 (Color) Ruff 'n' Reddy  
 28 Art of Seeing, E. Haas  
 34 Noticiero 34 (News)

**6:30**

- 4 Huntley-Brinkley Report  
 5 Leave It to Beaver  
 13 Yogi Bear (cartoons)

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28 4 Wlds of Man: Poetry 7:00 P.M.

2 Walter Cronkite, News "Old Tucson."

5 Rifleman, Chuck Connors

9 Honeymooners, Gleason

11 Bachelor Father, John Forsythe, Harry Von Zell

13 (Clr) Passport to Travel, Hal Sawyer: "Near East"

28 Science Reporter: MIT

**7:30**

2 The Munsters, Fred Gwynne. The Munsters sell their house and prepare to move when Herman's transferred to Buffalo—then change their minds while the wrecking crew's on its way.

4 Daniel Boone, Fess Parker, George Gobel. Well-meaning, bumbling school teacher's belief that every man's nature is basically good leads him to give gunpowder to Shawnee braves.

5 (Clr) It's a Small World: "Amazons" in 4 nations

7 (Color) Jonny Quest. Another cancelled series begins repeats as the Quests run into arch-criminals in Mexico

9 MEET—THEM! SCIENCE FICTION! James Whitmore, Edmund Gwenn ('54)

11 Tales of Wells Fargo

13 TRUE ADVENTURE—

★ WILDLIFE of the NORTH Bill Burrud shows hunt by color camera

28 Speculation, Keith Berwick: "Changing Face of Communist World (pt. 2). Outside the USSR."

**8:00 P.M.**

2 Perry Mason, Raymond Burr, Louise Latham, Julie Commars, Alan Reed Jr., Lloyd Corrigan. Playful pet cat provides Mason with a telltale clue to a baffling murder. (Mason is next season's only surviving bar-rister, with "Defenders" and "For the People")

5 (Color) Movie: "Sun Also Rises," Tyrone Power

7 The Donna Reed Show. Jeff passes a note in class asking for a week-end skiing date, and it gets into the hands of the wrong girl.

11 Lena (see box)

13 SURVIVAL—NAZI BLITZ

★ OF LONDON—TERRIFYING James Whitmore hosts.

34 Lluvia de Estrellas

**8:30**

4 Dr. Kildare, Richard Chamberlain, Angie Dickinson, Leslie Nielsen, James McMullan (pt. 2). Recovered, and engaged, Kildare is so ecstatic over his forthcoming marriage he's oblivious to Carol's flirtations and refuses to believe Burton's warning of her past.



KAY STARR sings during "The Jimmy Dean Show" at 10 p.m. Thursday, channel 7.

7 My Three Sons, Fred MacMurray, Andy Devine. Robbie is drafted to replace a missing rabbit as the mascot for a temperamental horse

13 VALIANT YEARS—BURTON

★ GOODBYE, MR. CHURCHILL Churchill resigns his post as Prime Minister

28 Cecil Brown; Moscow Story (8:40). Australian-filmed tour of Red Square, the Kremlin

34 Casos y Cosas de Casa

**9:00 P.M.**

2 Password, Allen Ludden

7 Bewitched, Elizabeth Montgomery. Darrin falls as a driving teacher, and turns Samantha over to a professional instructor (Paul Lynde), who learns some new tricks from his student—with an assist from Enlora.

11 East Side/West Side, George C. Scott, Linden Chiles. Brock learns about the PR men around politicians when he's turned into a national figure which he doesn't like.

13 WHO KILLED JULIE GREEN

★ Emmy Winner—M. Rooney Dick Powell, Mickey Rooney, Carolyn Jones, Lloyd Bridges, Ronald Reagan. Amos Burke finds a phone off the hook at the scene of a model's murder. Opener in the original Powell series, segment was the forerunner to "Burke's Law."

**9:30**

2 Baileys of Balboa, Paul Ford. Sam finally decides to give in to adversity with unconditional surrender—and puts his property up for sale. (He might as well. Series folds after next week.)

4 (Color) Hazel, Shirley Booth. Hazel inadvertently helps put a feather in George's legal cap when she buys an interest in the bakery he's been trying to get for a wealthy client.

7 Peyton Place II, Ryan O'Neal. Revenge for two—direct for Rodney, devious for Paul Hanley.

34 Guitarras (guitarists)

28 Jascha Heifetz Master Class (9:40). Premiere, recorded at USC institute.

**9:40**

9 Cleto Roberts; Yorty

**10:00 P.M.**

2 The Defenders, E. G. Marshall, Murray Ham-

ton, George S. Irving, Brenda Vaccaro, Ossie Davis and wife Ruby Dee. After his client, protesting innocence, is sentenced to 15 years in prison for larceny, Preston receives an anonymous tip from a juror, and a door-to-door investigation reveals the evenly-split panel had agreed to base its decision on the turn of a card.

4 (Clr) Suspense Theatre: "Nobody Will Ever Know," Tom Tryon, David Lewis, Myrna Fahey, Pippa Scott. Moving story of the degradation a young research analyst faces when he marries the boss' daughter, and finally rebels against the "system," making a vengeful mistake which he then tries to rectify.

7 The Jimmy Dean Show, with Eddy Arnold, Kay Starr, Norm Crosby and the Village Stompers from an outdoor stage at Winter Haven, Fla. For the opener, Dean is water skiing and singing live, using transistor mike and ear plug to hear the orchestra.

9 Special '65: "Dreamers and Dissenters." Harry Golden looks back at the share-the-wealth and old age pension plans of the 30's, urged by Father Charles E. Coughlin, Huey Long and Long Beach's Dr. Francis E. Townsend.

11 George Putnam, News  
 13 (Color) Vagabond: "Emerald of Nayarit"  
 34 Sports; Debate Musical  
 28 Eastern Wisdom (10:10): Buddhism and Science.

**10:30**

5 Newscene, S. Chambers  
 13 News, Johns-Fishman  
 28 Cecil Brown (10:40)

**11:00 P.M.**

2 News, Jerry Dunphy  
 4 (Clr) KNBC Nws, Latham  
 5 Movie: "Fighting Seabees," John Wayne ('44)  
 7 Baxter Ward, News  
 9 (Clr) Movie: "Blood Alley," John Wayne ('55)  
 11 (Clr) Movie: "Halls of Montezuma," Richard Widmark, Robert Wagner ('51)  
 13 Movie: "Savage Horde," William Elliott ('49)

**11:15**

4 JAMES ROOSEVELT—★ THE CONFERENCE CALL  
 7 ABC's Nightlife, Pat Boone, Sheila MacRae, Homer and Jethro

**11:30**

2 Movie: "Love Letters," Jennifer Jones, Joseph Cotten ('45)  
 4 (Color) Tonight, Johnny Carson, Henry Morgan, Robert Murphy  
**12:30**  
 13 Movie: "Escape to Glory," Pat O'Brien ('40)

**1:00**

4 Changing Times; News  
 5 Movie: "Night Freight," Forrest Tucker ('55)  
 9 Cleto Roberts, News  
 11 Movies: "Mr. Peabody & Mermaid," "Bury Me Dead" and "Big City"

**1:15**

2 Movie: "Lady Takes a Sailor," Jane Wyman ('49)  
 9 Movie: "Gay Falcon," George Sanders ('41)



Hundreds of 'lost' mines  
await weekend treasure seekers  
in Southland's mountains

# Gold Around the Corner

By J. GORDON



SEVERAL weeks ago in the back country of Mexico an enduring legend became a living fact. The story, a century old, told how, after being replaced by the Franciscans, the Jesuit padres gathered their wealth of gold and silver from the long string of Spanish missions and buried it near a chapel in Mexico. Shortly afterwards, the Jesuits were ordered to return to Spain. Fearful of pirates operating off the coast they concealed the location of the gold and departed empty-handed. For an unexplainable reason the site of the hoard was not documented and in a short time, became lost. The story of the treasure leaked out in the mid-1800s.

Over the years hundreds of gold seekers have followed the phantom trail of the mission gold, returning empty-handed but no less sure the legend was true. On the other hand, the legend was largely discredited by historians and other experts on mission life. Much to the amazement of these skeptics, the "Lost Mission Gold" was recently discovered and inspired a renewed interest in the saga of lost riches of the southwest. Many stories of lost gold circulate the Southland; they are both fascinating and impressive.

WITHIN A DAY'S drive from Long Beach, in the remoteness of the great California desert, lies enough raw gold in lost mines and placer fields to make the Midas Touch seem puny. Hundreds of thousands of dollars have been extracted from the fields and mines of Southern California.

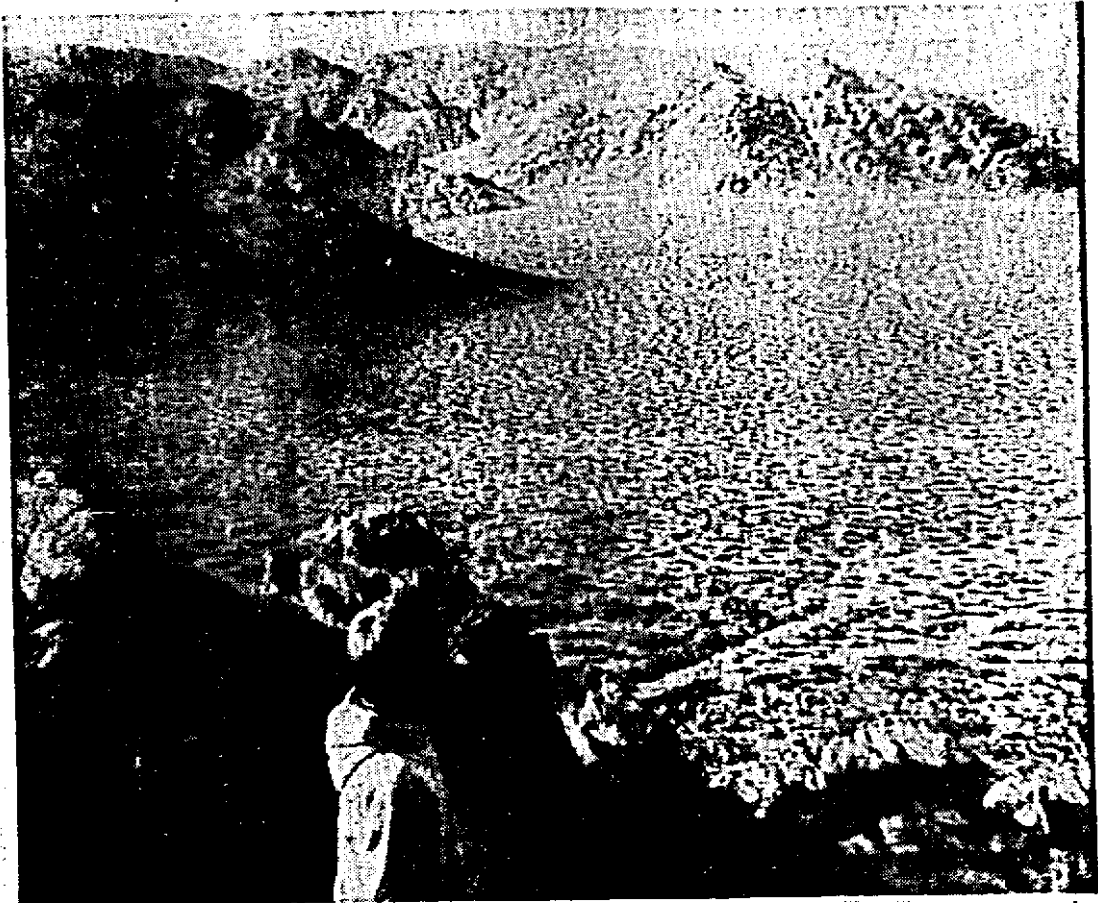
As near as the Borrego Springs area, 125 miles southeast of Long Beach, there lies a lost gold field littered with black crusted nuggets. The nuggets are known as "Pegleg's Gold" and were discovered by a trapper named Pegleg Smith in 1829. Smith was en route to Los Angeles from Yuma when he stumbled upon the lode. Pegleg, so-called because of the wooden leg he had acquired as a result of an almost fatal Indian battle, had wandered off the trail during a severe windstorm. After several hours of fighting the wind, he decided to make camp and did so on a slope on the lee side of a rock formation.

The next morning Pegleg scanned the area from his vantage point. He was in the midst of three small buttes. Guided by the sun and his instinct for direction, he struck north toward San Felipe Pass. As he started down the slope, he noticed the smooth, black stones that covered the area. He stooped to examine them and because their heavy weight indicated metallic ore, possibly copper, he filled his pocket with the rocks and continued under the hot desert sun. He went about his business as normal when he reached Los Angeles and it was not until several weeks later that the black stones were assayed. The assayer was more excited than Pegleg when he announced the black substance was merely a thin crust and underneath were solid gold nuggets.

PEGLEG RETURNED to the area immediately but was unable to locate the three buttes. He made several more unsuccessful attempts to relocate the gold and finally died in 1866 at San Francisco. After his death, the story of Pegleg's lost gold became a legend and has been the object of hundreds of search parties, many fatal and all unsuccessful.

The lost Pegleg gold is but one of many lost mines or placer fields in short distance from Long Beach.

In the southern half of San Bernardino County, somewhere in the Bullion Mountains, is the Lost Lee Mine. It is believed the mine is located east of Victorville in what is now known as Lucerne Valley. It was registered in Sunday, March 21, 1965



Lee's name in April 1879 at San Bernardino. One day, Lee took a hired hand with him to Old Woman's Wells. They turned east at the wells and traveled almost three hours at which time Lee stopped, disappeared beyond a rocky area and returned after a day heavily loaded with valuable gold ore. The following year, Lee disappeared and it was believed he was murdered. Others attempted to locate the mine but failed.

IN 1900, a family traveling from San Bernardino along the old desert trail to Ehrenberg, set up camp for the night. Shortly after supper one of the children exclaimed excitedly that he had found an old well covered by a heavy wooden door with a ring in it. The parents paid little attention to the child's ramblings and continued their trek in the morning without seeing the well.

Months later, the father was told of a lost mine near Mule Springs Canyon, through which he had come. It was discovered many years before by an old Frenchman who kept its location secret. The fabulously wealthy shaft was covered with rough-hewn timber to which a metal ring was attached for easy entry. The Frenchman later died and the secret of the mine was buried with him. He did, however, tell of covering the shaft and attaching a "bull ring" to one of the timbers. The mine quickly became known as the "Lost Bull Ring Mine."

Behind such a portal as the long-abandoned mine entrance on a remote Southland mountain (top) may lie a lost fortune. Some lucky weekend prospector may be the one to discover it. Lower photo: Somewhere near this valley in San Bernardino County is the Lost Lee Mine.

Upon hearing this tale, the father of the family from San Bernardino took his son and retraced their steps, searching desperately for the mine. Like those before him, his search was in vain and the mine, baking in the glare of the Mojave sun, lies in wait for a weekend adventurer to discover the rusting ring and open the timber door to a fortune.

A few miles west of U.S. Hwy. 95 in eastern San Bernardino County is the Lost Arch diggings. The placer is somewhere in the northern foothills of the Turtle Mountains, about 25 miles southwest of Needles. It was discovered one early spring by a group of Mexican miners on their way to work placer digging at La Paz. The Mexican party entered a long gorge by passing under a natural rock bridge or arch.

(Continued on Page 19)



# TV Movie Tips

## SUNDAY

LOVE IS A Many Splendored Thing—7:30 p.m. in COLOR on channel 9. A 1955 movie with Jennifer Jones and Bill Holden. About the romance between an American war correspondent and an Eurasian doctor.

TARAS BULBA—9 p.m. in COLOR on channel 7. A 1962 film with Tony Curtis, Yul Brynner and Christine Kaufmann. About the Cossacks' fight against the Poles.

SALOME—11:15 p.m. on channel 2. A 1953 production with Rita Hayworth, Charles Laughton and Stewart Granger. Biblical drama about Salome doing the "Dance of the Seven Veils" in an attempt to save John the Baptist from being beheaded.

## MONDAY

THE FUGITIVE KIND—



SOPHIA LOREN AND BILL HOLDEN are featured in the movie "The Key" at 11:15 p.m. Saturday, channel 2. It's about the commanders of rescue tugboats during World War II.

11 p.m. on channel 11. Co-authored by Tennessee Williams, this 1959 film features Marlon Brando, Anna Magnani and Joanne Woodward. Smalltown women compete for attentions of

new arrival.

## WEDNESDAY

YANKEE PASADENA—6 p.m. in COLOR on channel 7. A 1954 movie with Jeff Chandler, Rhonda Fleming, Lee J. Cobb and Mamie Van Doren. Frontiersman travels halfway across the world to propose.

THE LAST VOYAGE—9 p.m. in COLOR on channel 4. About the behavior of individuals on a sinking ocean liner. A 1960 movie with Dorothy Malone, Robert Stack and George Sanders.

## FRIDAY

THE DI—7:30 p.m. on channel 9. A 1957 movie about a Marine drill instructor. Stars Jack Webb and Jackie Laughery.

MORY DICK—8 p.m. on channel 11. A 1956 movie based on Herman Melville's novel about a white whale. Stars Gregory Peck and Richard Basehart.

TWO WOMEN—10 p.m. and Saturday on channel 9. Won an Oscar for Sophia Loren. A 1960 Italian-French movie about a war widow and her daughter in Italy during World War II.

## List CBS-TV Films for Fall

Among movies acquired by CBS-TV (channel 2) for airing at 9 p.m. Thursdays in the fall are the following:

Burt Lancaster and Jean Simmons in "Elmer Gantry," Frank Sinatra and Laurence Harvey in "Manchurian Candidate," David Niven in "Best of Enemies," Richard Burton and Barbara Rush in "The Bramble Bush."

Glenn Ford and Donald O'Connor in "Cry for Happy," Spencer Tracy and Frank Sinatra in "The Devil at Four O'Clock," Glenn Ford and Lee Remick in "Experiment in Terror," Leslie Caron and David Niven in "Guns of Darkness."

Cliff Robertson in "The Internes," Jerry Lewis and Helen Traubel in "Ladies Man," Rosalind Russell and Alec Guinness in "Majority of One," Kim Novak and Jack Lemmon in "The Notorious Landlady."

Frank Sinatra and Dean Martin in "Oceans Eleven," Troy Donahue and Claudette Colbert in "Parish."

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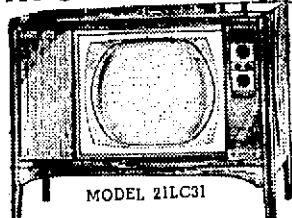
Next to McCoy's Market  
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No. Long Beach



ELVIS PRESLEY and Dolores Hart provide the romance for the 1958 movie "King Creole" at 7:30 p.m. Monday, channel 9. It's about a high school boy who becomes a top singer.

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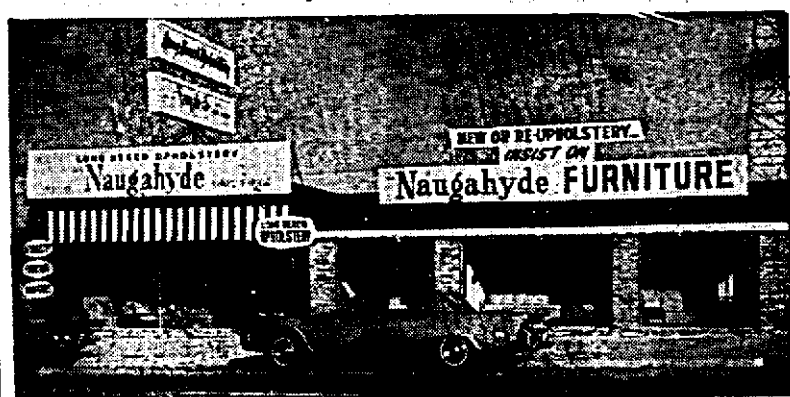
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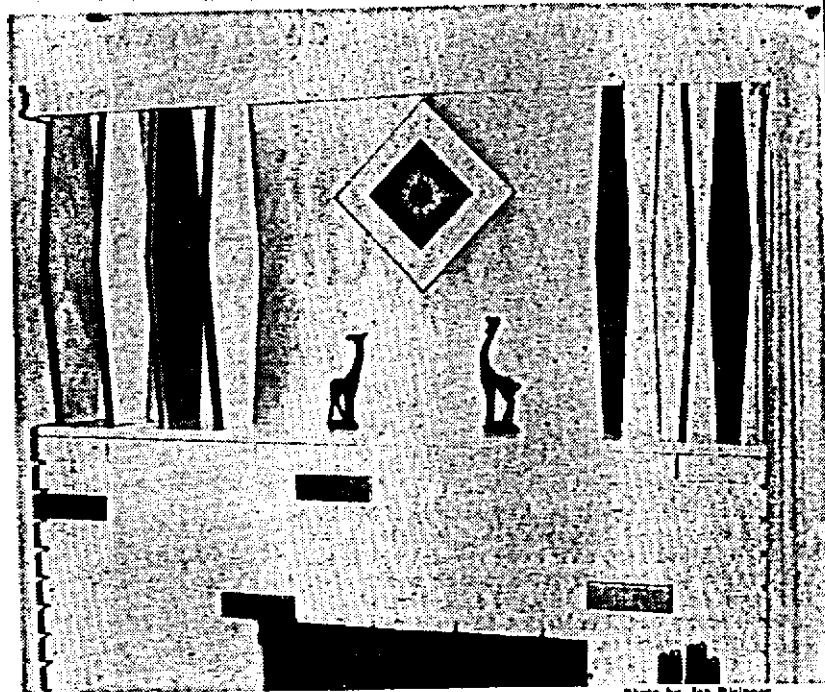
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Decorative results are gained above a new fireplace by use of white and gold, movable louvers (shown closeup here) that permit variable effects.

## Novelty at Fireside

NOVELTY marks the re-modeled and enlarged living room in the home of Mr. and Mrs. Melvin Bohm, 6449 St. Louis Ave. The project included building a fireplace over which the Bohms installed movable vertical louvers in white and gold, providing for all gold, all white or a combination

of white and gold decorative scheme.

The fireplace itself they painted white with seven gold bricks to heighten the effect.

"We find that the mobility of the louvers makes for change and novelty," explains Mrs. Bohm. "We used white pine for the louvers, painting one side white with white overlapping one edge;

the other side gold, with gold overlapping an edge."

The louvers are fastened with metal pegs into a cornice-type box above and below into a board above the mantel.

Mrs. Bohm believes that the louvers would be effective in any color combination, or they could be used to cover the fireplace when it is not in use.

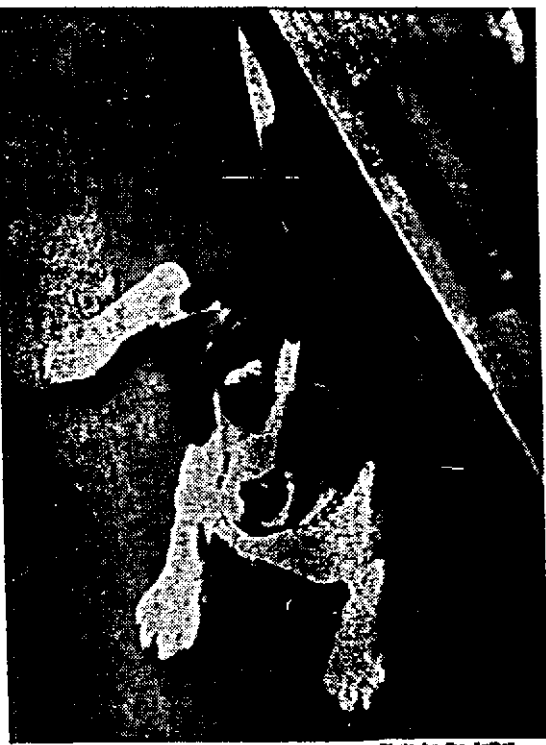


Interesting result of new fireplace is shown in this living room view. Blacks were painted white, with seven of bricks gold, adding to effect.









# A Monster in the House

By Ted Krec

I MAY recover, friends, but I never will be the same!

And the cause of this malaise is not a germ or a plague—nothing as dramatic as that. The cause is a beagle puppy, about 14 inches long, who answers to the name of Clyde.

As of this writing, Clyde is only four months old—but he is so much smarter than I that it is a "true caution," as we used to say in Raritan, N.J.

Let me give you a little background. My wife and I are a childless couple and both of us work. I always have had a soft spot in my heart for animals of all description—but my wife, Ellen, being a true Hungarian, is anti-dog (chiefly, I suspect, because they do not have Social Security numbers and contribute little to the nation's vast economy).

HOWEVER, in one soft moment (one, I say) she saw my great love for dogs and vowed that I would have a dog of my own so that I would stop petting dogs on streets and the ones that hang around bars and city rooms of newspapers.

Clyde burst upon our tranquil scene like a star shell, and in the three months he

has been here, his brilliance has not diminished.

I came home one Saturday afternoon in November and Ellen was standing in the living room, holding a diminutive pooch in both hands, and I should have been warned right then.

"Merry Christmas!" she said. And then Clyde took over. Seems she had bought him from Sam and Darlene Hood, who grow some of the best beagles in this area, and, I suspect, also brainwash these dogs.

Never have I seen such a look of utter disdain and haughty grandeur in a dog.

HE IMMEDIATELY became the master of the house. The little monster gets better medical care than I do, having a date with the vet every two weeks. For breakfast, he gets cereal, the YOLK (only) of an egg, cod liver oil, vitamins and evaporated milk—not regular milk like I drink!

For dinner he gets a third of a can of dog food, specially prescribed by his doctor, and a handful of cereal.

And, brother, you'd better have those meals up on time or he will tell all the neighbors about it. And, friends, you know how

(Continued on Page 16)

## Outside House Painting Now Eliminated

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# CRITIC'S CORNER

Excerpted Reviews on Recent TV Shows

**Program: "Wonderful World of Burlesque,"** a Danny Thomas special aired last Sunday on channel 4.

If burlesque, circa 1925, was this much fun let's bring it back. Had it been peopled with so many stars and given such lavish production, what passes for burlesque today would have never replaced it. For novelty, freshness and pure entertainment, down to the squalling line of chorus ponies, it was like opening the barn doors of the Ponderosa and letting a spring zephyr blow through. Also caught in the breeze what should be, and likely will, the highest rating of the night, week or month. "Donanza" and all this, too.

Ringmaster, or whatever they called it in burlesque, Danny Thomas set it up, took it along at a sizzling pace and brought it off as one of NBC's finest hours. It had a nostalgic touch for the few and high carnival for the many.

Critic Helm of "Variety"

Many of the gags and routines were absolutely hoary, of course, but the nostalgic and engaging flavor of the hour made them seem just right. A sample of the comedy was the fellow carrying a case past a man and telling him, "I'm taking my case to court," and then later returning with a coathanger, saying, "I lost my suit." There can't be anything older than that, but it is so innocent it is funny still.

Critic Rick Du Brow of UPI

★ ★ ★

**Program: "Alcoa Preview,"** aired last Sunday on channel 7.

"Preview," one of the occasional special programs in which Douglas Fairbanks Jr. purports to give television viewers an intimate peek at back-stage goings on, was meandering along its uninspired course when suddenly there was an explosion of gripping drama.

Fredric March and Florence Eldridge appeared in two short scenes from Lillian Hellman's play, "The Autumn Garden." On a bare stage and with two chairs for props, these fine performers, armed with a playwright's meaningful lines, literally pulled drowsy viewers to the edge of their chairs.

Critic Cynthia Lowry of AP

In one scene, the "new" Brigitte Bardot was seen draped around a machine-gun. Personally, I'll take the "old" Bardot in a bath towel.

Except for the talented performances of Fredric March and Florence Eldridge, the special was an hour-long commercial for an upcoming Broadway production and two movies.

I can hardly wait to miss them.

Critic Bert Resnik of "TeleVues"

Second issue of "Alcoa Preview" had some interesting moments, but the trouble with this behind-the-scenes type of show is (1) it has been done to death; (2) they cover such a wide variety of bases, the program is diluted of any focal or central appeal.

Critic Daku of "Variety"

## BERT'S EYE VIEW

### Ronald Reagan Pans Ratings 'Panic'

(Continued from Page 1)

stricken, Reagan suggests that television should follow the lead of other industries.

If a soap manufacturer, for example, suddenly finds he's selling less, he doesn't take his product off the market. He seeks the reasons why. When he finds out the negative of that why, he corrects it.

"Sometimes all it takes is a new wrapper," said Reagan.

FURTHER, Reagan believes that television should

#### 'A Go Go' Spreads

"Hollywood A Go Go," which made its television debut on channel 9 last Dec. 26, has been sold to six stations.

The stations are located in Miami, Ft. Worth, Tampa, New York, Washington and Chicago.

advertise itself as an industry.

In doing that, it should avoid promoting specific shows and should see that its advertisements are placed in spots other than on the TV pages of newspapers.

For, despite shortcomings, today's television is much better than the fare of 10 years ago, in his opinion.

"We need to aim at that one-third that isn't turning on their sets," he said.

One way to promote television would be to come up with an institutional slogan.

Did Reagan mean a slogan like that of the theaters, "Movies Are Your Best Entertainment?"

Well, not exactly.

"Did you ever put together the first letters of the words in that slogan?" he asked.

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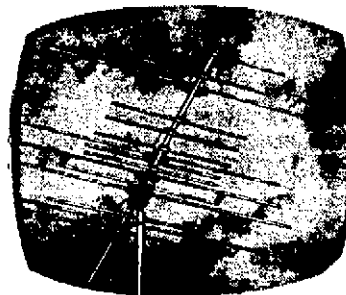
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You need a more powerful TV antenna to clear up that picture. One that takes more of the signal from the airwaves, and amplifies it before it reaches your set. When your set receives a strong, clear signal from the antenna, your picture becomes sharp, clear, bright... more enjoyable.

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are the world's most powerful antennas. Distant stations come in clearer and sharper. Snow and interference are reduced or eliminated.

For color or black & white, you can't own a finer antenna for best reception. Priced from \$64.90. Antenna without electronic amplifier \$24.95 up.



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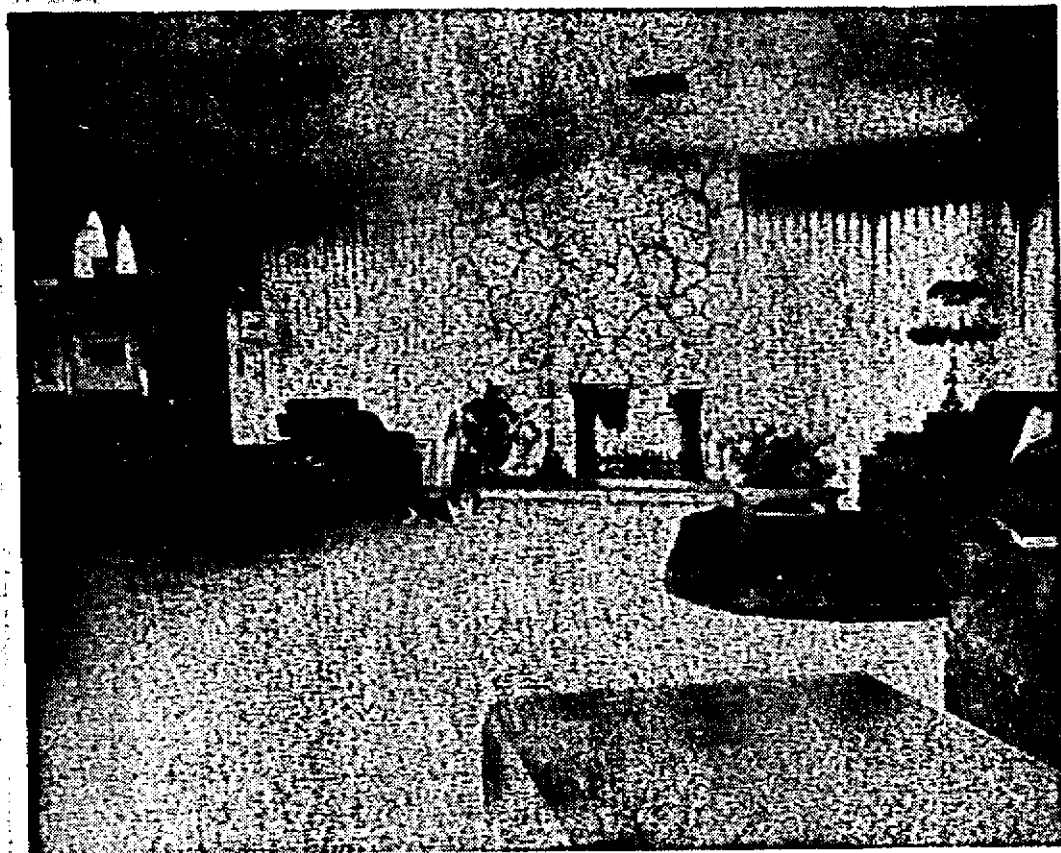
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# House That Rules a Hill



Furniture is arranged in the living room of the home of Mr. and Mrs. William Stovall to provide maximum space with minimum clutter. The kitchen opens fully, at left, to living area. Below, the approach and entrance way.

*By Stella George*

LEGION STREET in Signal Hill sweeps up to the top of the hill and comes to a dead end where there lies a scatter of vacant property interrupted only by a single residence, the home of Mr. and Mrs. William Stovall, 2275 Legion St. The house is as attractive as a color photo from a magazine cover and commands the hill as well as its approach.

Stovall, who is chief of police of Signal Hill, displayed abilities in other fields than that of police administration as he joined with Mrs. Stovall in designing the home. He constructed a large part of the dwelling with his own hands—paneling, cabinets, wiring, tiling and similar work (Continued on Next Page)



Stovall made the iron gate that leads from the entry to the dwelling's living quarters.

**ROOM ADDITIONS**

**FREE "ESTIMATES"**

**LABOR & MATERIAL BONDS**

**FINANCING** MORTGAGES—10 Years at 5%  
CAL-VET—20 years (203K) FHA

**BEDROOM  
BATHROOM  
FAMILY ROOM  
TWO STORY  
ADDITIONS**

**HI-LO** 25 years of planning ability

**HI-LO** CONTRS. INC.

**FREE KITCHEN DESIGNING**

**10865 BEACH BLVD.**

**ROOM ADDITIONS**

## Now . . . a Guaranteed Extra Value by Herron's

One of the heaviest Dupont 501 nylon pile carpets ever made . . . by any mill! Extra heavy EMBOSSED "Lantern Glow" pattern by Magee. Choice of colors.

**YOUR CHOICE  
INSTALLED  
WITH PAD** **7.95** SQ. YD.

**100% Wool Pile Textured Carpet**

A Magee Special Purchase by Herron's. Variety of colors.

QUALITY CUSTOM DRAPERIES—Choice of Fabrics—1.50 yd.  
QUALITY FURNITURE AT LOW PRICES  
"801" NYLON CARPET in 20 colors @ 8.95 sq. yd. installed.

**HERRON'S 4134 ORANGE, L.B.**

Lowest Prices on Magee, Gaffins, Mahon, Firth and Downs

EASY TERMS — NEW LOW INTEREST RATE

## ROOM ADDITIONS

**NOW! 100% FINANCING**

UP TO \$10,000 FOR 7 YEARS AT 5%

**NO MONEY DOWN**

**FAMILY ROOMS for \$20.81 per mo.**

AND

**BEDROOM & 1/2 BATH for \$31.12 per mo.**

WE WILL DO THE COMPLETE JOB—OR ANY PART—AND YOU DO THE REST

**FREE ESTIMATES**

YOUR JOB WILL BE PERSONALLY SUPERVISED BY A LICENSED GENERAL CONTRACTOR WITH OVER 20 YEARS' EXPERIENCE!

**A-1 Space Construction Co.**

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LONG BEACH

**GA 4-7435**



# SATURDAY

March 27, 1965

## ★ PAID ADVERTISEMENT 7:30

- 2 Dramas of Greece, Rome
- 4 Mr. Wizard, Don Herbert "Selective Solvents"
- 11 Mr. Wishbone, Jim Allan

8:00 A.M.

- 2 Mr. Mayor, Bob Keeshan
- 4 Piano Lit.: "Stravinsky"
- 5 Design for Learning
- 7 Movie: "Blind Spot," Chester Morris ('47)
- 9 From the Ground Up
- 13 Movie: "Ghost of Zorro," Clayton Moore ('59)

8:30

- 4 (Color) Hector Heathcote
- 5 Hopalong Cassidy
- 9 Movie: "Back from Eternity," Robert Ryan
- 11 Superman, Geo. Reeves

9:00 A.M.

- 2 Alvin Show (cartoons)
- 4 (Clr) Underdog (cartoon)
- 11 Movie: "Four Sons," Don Ameche ('40)
- 13 Panorama Latino (Span.)

9:30

- 2 Tennessee Tuxedo
- 4 Fireball XL5 (cartoon)
- 5 Movie: "American Empire," Richard Dix ('42)
- 7 Movie: "Operation Dames," Eve Meyer ('59)

10:00 A.M.

- 2 Quick Draw McGraw
- 4 Dennis the Menace
- 9 Movie: "Gun Crazy," Peggy Cummins ('50)
- 34 Mexico 1900 (serial)

10:15

- 11 Movie: "Gentle Annie," Marjorie Main ('44)

10:30

- 2 Mighty Mouse Playhouse
- 4 Fury, Bobby Diamond

11:00 A.M.

- 2 Lhus the Lionhearted
- 4 (Color) Exploring, Dr. Albert Hibbs: "Law Enforcement and Justice," Milt Kamen, Barbara Quaney, American Mime Theatre (repeat)
- 5 East-West College All-Star Basketball (see sports box)
- 13 Movie: "Storm Over Lisbon," Vera Ralston

11:30

- 2 The Jetsons (cartoon)

## Room Additions

No Job Too Big - None Too Small

• FREE ESTIMATES

• PROMPT SERVICE

General Contractors

V.A. PH. 634-2630

## TRANSMISSION SPECIALS

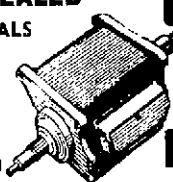
90-DAY OR 4000-MILE GUARANTEE

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FREE LOAN CARS—TOWING

100% FINANCING • BANKAMERICARD

- 7 Porky Pig (cartoons)
- 9 King & Odie (cartoons)
- 11 Opinion in the Capital

12:00 NOON

- 2 Sky King, Kirby Grant
- 4 (Clr) Discovering California: "Early Theatre" and Lola Montez
- 7 The Bugs Bunny Show
- 9 JOHN WAYNE! "SHE WORE A YELLOW RIBBON"—Color with Joanne Dru, John Agar ('49). Oscar winner
- 11 Movie: "Thunder Afloat," Wallace Beery ('39)
- 34 Telecinema (movie)

12:30

- 2 My Friend Flicka
- 4 Teacher '65: "Listening Post" for Spanish
- 7 (Color) Hoppy Hooper
- 13 (Color) Fore Golfers, Art Parra

1:00 P.M.

- 2 I Love Lucy, Lucille Ball
- 5 Color—Live—L.A. Angels

★ vs. Cleveland Indians (see sports box)

- 7 New Amer. Bandstand
- 11 Movie: "I Stole a Million," George Raft ('39)
- 34 Mascara de Angel (serial)

1:30

- 2 CBS Saturday News
- 4 (Color) USAF Film: "Desert Survival"

11 Movie: Adventures of Tartu," Robert Donat

13 Movie: "I Stole a Million," George Raft ('39)

34 Mascara de Angel (serial)

2:00 P.M.

- 2 Movie: "The Unseen," Joel McCrea ('45)
- 4 (Clr) Agriculture USA: "Farm Credit Adminstr'n"
- 7 Movie: "Giant Gila Monster," Don Sullivan

2:30

- 4 Your Man in Washington
- 9 Movie: "Falcon Out West," Tom Conway ('44)

2:45

- 4 (Clr) City of Hope Film: "Our Brother's Keeper"

3:00 P.M.

- 4 Movie: "Rocket Ship X-M," Lloyd Bridges ('51)
- 13 Movie: "Raiders of Old Calif.," Jim Davis ('57)

3:30

- 2 Golf Classic (sports box)
- 5 (Clr) Angels Wrap-Up
- 7 Pro Bowlers Tour (see sports box)

9 (Clr) Movie: "Springfield Rifle," Gary Cooper ('52)

34 Cita Teatral (drama)

4:00 P.M.

- 5 TV Bowling Tournament
- 11 Superman, Geo. Reeves
- 34 Futbol (soccer matches)

4:30

- 2 Pete Smith on Sports:

Sea for Yourself," Water Bugs" and "Water Sports"

- 4 (Clr) Gadabout Gaddis, the "Flying Fisherman" goes bow fishing (with glass arrow) in South Carolina's Santee-Cooper lakes.

- 11 Sgt. Preston of Yukon
- 13 Movie: "Pride of the Marines," John Garfield

5:00 P.M.

- 2 Scholarquiz, John Condon: Mira Costa High vs.
- 4 (Color) Big-Three Golf (see sports box)

- 5 Yancy Derringer
- 7 ABC's Wide World of Sports (see sports box)

- 9 (Clr) Movie: "Phantom of Rue Morgue," Karl Malden ('54). Poe.

- 11 Chiller (movie): "Forbidden Planet," Walter Pidgeon

5:30

- 2 Ralph Story's L.A. (repeat). A look back at the 1910 Bombing of the L.A. Times building, killing 20 employees in labor union war.

- 5 Guest Shot. Joe Hyams watches Fabian on his first lion hunt.

6:00 P.M.

- 2 Jerry Dunphy Report
- 4 (Color) KNBC News
- 5 World of Jimmie Rodgers
- 13 (Color) Rocky & Friends
- 34 Todos a Bailar (dance)

6:15

- 2 Newsmakers: Dr. Han Suyin, author of "Love Is a Many-Splendored Thing," film version of which was seen Sunday

6:30

- 4 (Clr) News Conference Sec. of Labor Willard Wirtz is possible guest. He's been in Southland on farm labor problem.

- 5 Leave It to Beaver
- 7 Sat. News, Baxter Ward
- 9 Dobie Gillis, D. Hickman
- 11 Outer Limits: "The Borderland," Nina Foch. Minor accident in magnetic field cell leads scientist to discover polarity reversal. He ends up with two right hands.

- 13 SPECIAL—PATSY AWARDS M. Rooney, Amanda Blake (see box)

7:00 P.M.

- 2 Sea Hunt, Lloyd Bridges
- 4 Survey '65, Bob Wright
- 5 Rifleman, Chuck Connors
- 7 Shivar, Gene Weed with Melinda Marx, Jay and the Americans, Jackie Wilson, the Uniques, Chris Crosby

- 9 (Clr) Movie: "Son of Hercules in the Land of Fire," Ed Fury (Ital.-'63)
- 34 Lucha Libre (wrestling from Guadalajara)

7:30

- 2 The Jackie Gleason Show
- Guest Phyllis Diller holds the spotlight with Reginald Van Gleason III

## Sports Today

**BASKETBALL, 11 a.m.**  
ch. 5, finds Mike Walden at Kentucky's Memorial Hall for the East-West College All-Star game.

**BASEBALL, 1:15 p.m., ch. 5,** in color, as the L. A. Angels and Cleveland Indians meet at Palm Springs, preceded at 1 p.m. by Don Wells' "Warm-Up." (Jackie Robinson has signed as commentator for ABC's no-blackout major league games for 25 Saturdays starting April 17, involving all teams except the Phillies and CBS' Yankees.)

**CBS GOLF CLASSIC, 3:30 p.m., ch. 2,** from La Quinta, is a semi-final match between Bruce Devlin-Bob Charles and Billy Casper-Bob Rosburg. Winning team advances to the 2-day, 36-hole finals next weekend against the other semi-final winners Tony Lema and Bobby Nichols.

**PRO BOWLERS Tour, 3:30 p.m., ch. 7,** has Chris Schenkel and Billy Welu at Depew, N. Y., for the Greater Buffalo Open.

**BIG-3 GOLF, 5 p.m.,** in color, ch. 4, filmed at Hawaii's Kona Kea Beach golf course, finds Jack Nicklaus trying to protect his lead over Arnold Palmer and Gary Player in the final match of the specially-scored competition for \$85,000 in prizes. Winner gets \$50,000.

**WIDE WORLD OF Sports, 5 p.m., ch. 7,** has Charlie Brockman and Tony Charlton at Sydney for the Australian surfing championships, while Jim McKay and Bob Beattie describe the Vail (Colo.) international slalom championship. Both are via tape.

and Frank Fontaine

- 4 (Color) Flipper, Brian Kelly, Tommy Norden. Bud has to handle a sailboat for the first time, to help a snake-bitten scientist get back to land.

- 5 (Color) Melody Ranch. Guest: Rex Allen

- 7 The King Family. Music

- 11 (Color) Surf City, Dale Davis, Chuck Linnen. Free-boarding in Newport, surfing at Rincon and Santa Monica.

- 13 Surf-Side 6, Van Williams

**8:00 P.M.**

- 4 Kentucky Jones, Dennis Weaver, Rickey Derr, Reginald Owen, Beulah Quo. Ike buys an Oriental good luck charm for Kentucky, but its unexpected hidden qualities get the household in-

volved in an international conspiracy.

- 11 (Clr) Territory Underwater. Gathering of marine life from ocean floor off Avalon Bay.

- 34 Carousel (variety)

8:30

- 2 Gilligan's Island, Bob Denver, Natalie Schafer. Gilligan's drum playing for Mrs. Howell's symphony orchestra is misinterpreted by natives on a neighboring island, who prepare for attack.

- 4 (Color) Mr. Magoo's Captain Kidd. Fantastic pirate closes his career at the end of a hangman's rope.

- 5 Movie: "Man from Frisco," Michael O'Shea, Dan Duryea ('44)

- 7 Lawrence Welk Show. An all-Latin-American show finds the Lennons singing "Quanta La Gusta." Peggy will be home with her week-old daughter, born on St. Patrick's Day.

- 9 Play a Pair, Paul Gilbert with Rose Marie, Morey Amsterdam

- 11 (Clr) Aquaventure, Stan Borhman: "Wyoming"

- 13 (Clr) Adventure Theatre

9:00 P.M.

- 2 The Entertainers, Carol Burnett, Caterina Valente Series' final show, with Patrick ("Danger Man") McGoonhan's BBC drama, "Secret Agent," taking over next week until the fall debut of Rod Serling's western, "The Loner," with Lloyd Bridges starred.

- 4 Movie: "Trial," Glenn Ford, Dorothy McGuire ('55-st run). University law instructor defends a youth (Rafael Campos) in a murder trial that has startling ramifications.

- 9 Hollywood a Go Go, Sam Riddle, Discotheque

- 11 Prelude to War (see box)

- 13 Mystery Hour: "The Professionals"

- 34 Estudio de Pedro Vargas

9:30

- 7 The Hollywood Palace. Tony Randall is guest-host, welcoming Nelson Eddy and partner Gale Sherwood, comedians Allan Sherman and Pat Morita, Mendez, the Marthys, Vikki Carr and the Supremes.

- 34 Box del Sabado (boxing from Mexico City)

10:00 P.M.

- 2 Gunsmoke, James Arness, Eileen Heckart, R. G. Armstrong, Walter Sande, Katherine Ross. Well-bred lady from New Orleans runs out of money en route to San Francisco and takes a temporary job at the Long Branch where she falls in love with a customer, shattering the plans of her snooty niece. (Betty Hutton's starring segment will be seen April 10.)

- 5 JAMES ROOSEVELT—★ THE CONFERENCE CALL

- 9 Cinema IX: "Two Women," Sophia Loren, Elenora Brown, Jean-Paul Belmondo (Ital.-'61)

- 11 News, Burrell and Coates

- 13 Jeepers Creepers (movie): "Vampire Bat," Melvyn Douglas ('36)

10:15

- 5 (Clr) Passport to Profit

10:30

- 5 (Clr) Movie: "Johnny Guitar," Joan Crawford, Sterling Hayden ('53)



**GALE SHERWOOD** sings with Nelson Eddy during "Hollywood Palace" at 9:30 p.m. Saturday, channel 7.

- 7 Saturday News Final
- 11 Joe Pyne Show (2½ hrs.)

11:00 P.M.

- 2 Jerry Dunphy Report
- 7 (Clr) Movie: "Mississippi Gambler," Tyrone Power, Piper Laurie ('53-1st run).

- 11:15
- 2 Movie: "The Key," William Holden, Sophia Loren ('58-1st run).

- 11:30
- 4 (Clr) Sat. Night Tonight (repeat of 11/26), Johnny Carson, Sam Levenson, Tessie O'Shea, Ed Ames, Ethel Ennis

- 13 Movie: "Manpower," Edward G. Robinson ('41)

- 12:15
- 9 Movie: "Young Stranger," James MacArthur, Kim Hunter ('57)

- 12:30
- 5 Movie: "Lifeboat," Tallulah Bankhead ('44). Hitchcock classic.

- 1:00
- 11 Movies: "Silent Dust," "The Bribe" and "Andy Hurd's Private Secretary"

- 1:15
- 2 Movie: "When Tomorrow Comes," Charles Boyer, Irene Dunne ('39)

- 7 Movie: "Lady Pays Off," Linda Darnell ('51)

- 1:30
- 13 Movie: "Song Parade," John Carroll ('50)

**SPECIAL**

**PATSY AWARDS** — The 15th annual award presentation of the American Humane Society gets its first live telecast at 6:30 p.m., ch. 13, with Amanda Blake and Mickey Rooney hosting the tributes to animal actors of TV and movies. Nominees include Lassie, Mr. Ed, Flipper, Hannibal the Goose and Tramp the Dog.

**PRELUDE TO WAR** — The shocking story of Nazi Germany's bloodless conquest of Europe is the theme of a David L. Wolper documentary at 9 p.m., ch. 11. Richard Basehart is narrator as hour carefully documents the steps by which Hitler dominated Europe, creating a situation in which war became inevitable. Included in films are views of Mussolini, Engelbert Dollfuss, Jan Masaryk, Neville Chamberlain and Eduard Daladier.

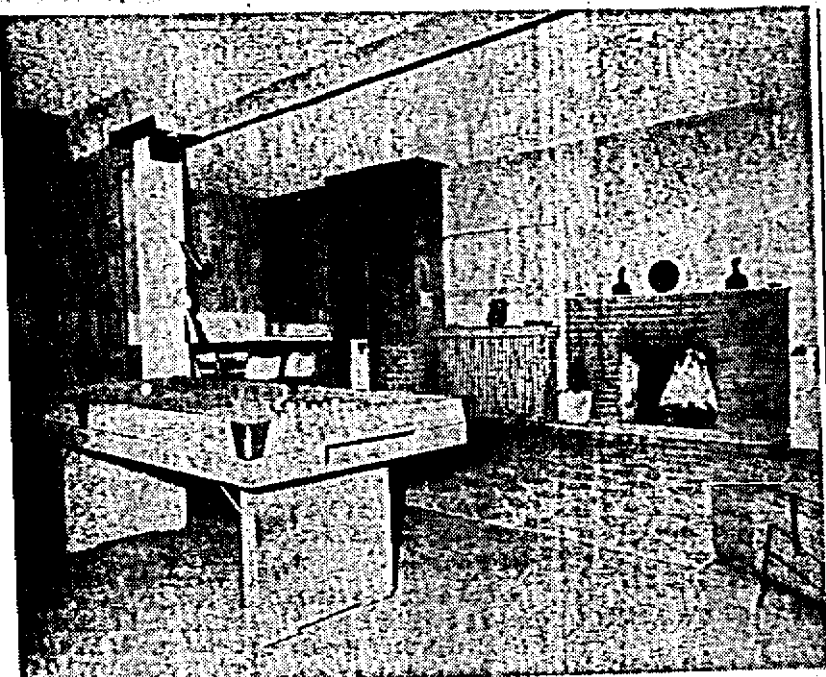
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On a lower floor, this recreation room is large enough to accommodate a pool table and fully equipped kitchen. A fireplace adds a cheery note.

(Continued from Page 12)  
—and Mrs. Stovall did the interior decorating. The result is a one-of-a-kind manner of home.

The Stovalls have a panoramic view of the city and the sea—all the way from Catalina to Santa Monica.

Access to the living quarters is from the Legion Street entrance where the entrance hall has a window which views the street. A planter is built directly in front of the window. The living room is straight ahead and a wrought iron gate at the left leads to the kitchen. The bedroom wing is to the right.

MRS. STOVALL believes that, since a woman spends so much time there, the kitchen should be an integral part of the living area. Consequently, the kitchen is wide open to the dining area and the spacious living room, with the carpeting in

the latter the only "separation." Walls of glass in the living room (which lead to a full length patio) provide their own picturesque beauty by reason of the living picture of the countryside beyond.

Furnishings are attractive and comfortable. Two easy chairs form a conversation grouping at one end of the room, with a sofa and occasional chairs at the other. The fireplace is at the far end. Many accessories have a fascinating background. Handsome lamps at either end of the room were given to the Stovalls by the late King of the Gypsies. At Christmas time his son presented the Stovalls with an Italian marble end table. Mrs. Stovall has blended furniture of different periods with exquisite taste.

THE KITCHEN has polished cabinets and ample work areas. On one side of the sink a dumbwaiter has

access to the recreation room below.

The entry hall of the home would be a professional decorator's delight. The combination of the slate floor, built-in planter which includes a small tree lighted by hanging lamps above, and wrought iron gate spell elegance.

The large master bedroom has every convenience including its own linen closet with pull-out folding board. Glass doors lead to the balcony.

A cement path circles a rose garden in the back yard. A waterfall at the far end of the yard plays its own special music, and, of course, the waterfall was built by Stovall himself. Tropical style plants line the high wall.

Unique "extras" are many, not the least of which is a private stairway leading to a tiny yard which is the sole property of the family dog when he wishes to take a sunbath.



Rose garden (pruned now for off season) and waterfall enhance rear yard.

Sunday, March 21, 1965

## WAREHOUSE SALE!

100 Cultured Marble Pullman Tops at Cost

—3 Sq. Ft.—3.50 Sq. Ft. Plus Cuts

**TOPS FROM 10.00 UP**

Marble Tables made to order... Lovely Pedestal Bases

Coffee — Continental — Dining Heights

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We Cut & Polish Marble

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10 to 5

No fancy fixtures! No sales pressure!  
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Every item guaranteed!

**SAVE 30% to 50%**

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TERMS!**  
Up to 36 Mos.  
to Pay



### DESK AND CHAIR

Priced to  
sell for  
109.95  
Special  
Purchase

**59<sup>95</sup>**

Limited to Quantity on Hand

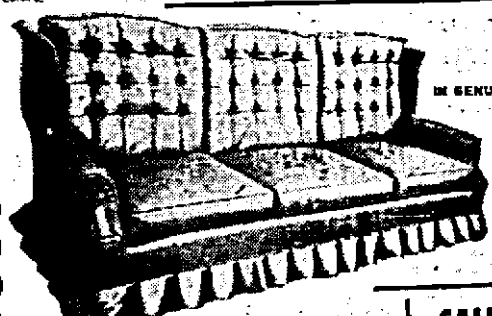
Large distressed maple style desk  
in Salem finish—3/4" thick tops  
with bar lacquer hand finish au-  
thentic early American hardware  
—PLUS—a swivel desk chair to  
match

### EARLY AMERICAN WING BACK SLEEPER

COLONIAL  
WAREHOUSE  
PRICE  
MADE TO SELL  
FOR \$179.95

**159<sup>95</sup>**

With kind extra wings and arms. This  
sleeper has the newest hi-rise ever front  
sleep unit. Full coil reversible mat-  
tress. New brand name. Foam reversible zip-  
pered cushions. Large assortment of  
colors.



### 96" HIGH BACK TUFTED SOFA

IN GENUINE EXTRA HEAVY BACKED NAUGAHYDE.

MADE TO SELL  
FOR \$319.95

**199<sup>95</sup>**

COLONIAL  
WAREHOUSE  
PRICE

3 zippered, reversible cushions, soft  
edge, hard-wood, double dovetailed  
frame, high pillow back, large color  
and fabric selection. Fully guaran-  
teed.

### MAPLE BATHROOM ACCESSORY SPECIAL

TOILET  
PAPER  
HOLDER  
OR  
TOWEL  
RING

COLONIAL  
WAREHOUSE  
PRICE  
Made to Sell  
for 2.95

**96<sup>95</sup>**

A small part of the largest accessory selection avail-  
able anywhere

### SALEM MAPLE BAR STOOLS

Rugged neoghyde in wide  
color selection and Salem  
Maple construction promises  
long life for these handsome  
swivel seat bar stools. Custom  
sized to go with any bar, so  
extra charge. Made to sell for  
\$1.95.

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OF LONG BEACH

ONE BLOCK WEST OF MAGNOLIA AVENUE  
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Open Monday  
and Friday  
Evenings  
7:30 p.m.



## *Pan and Fan Mail*

\_\_\_\_\_

**MONDAY**

"Dixieland Doings" at 8:05 a.m. on KNOB. . . Herbie Mann at 10:30 a.m. on KBIG. . . Ray Charles Singers in multiplex at noon on KGGK. . . Mantovani at 2 p.m. on KBBI. . . Count Basie at 3 p.m. on KBIG.

KLON	90.1	KCBH	98.7
KXLN	90.7	KHDI	99.5
KPFK	90.7	KWLA	100.3
KUSC	91.1	KIMM	101.1
KFAC	91.3	KUTE	101.9
KMX	91.1	KFOX	102.3
KPOL	91.9	KLAC	102.7
KGGK	94.3	KGLA	103.5
KRHM	94.7	KBBJ	104.3
KABC	95.5	KBCA	105.1
KRKO	96.1	KLFM	105.9
KWIZ	96.7	KBMS	106.9
KFMU	97.1	KYAS	108.3
KDOL	97.5	KDBI	109.3
KMOB	97.9		107.5

10:55 a.m., KFI—Baseball: Dodgers vs. Balt. Orioles  
12:55 p.m., KMPC—Baseball: Angels vs. Chicago Cubs  
6:05 p.m., KFI—Scout Jamboree (Long Beach Council)  
7:00 p.m., KABC—Planned Parenthood . . . What of L.A.?  
7:00 p.m., KNX—WHL Hockey: S.F. Seals at Blades  
9:30 p.m., KMPC—University Explorer (return debut)

**1:00 P.M.**

7:30  
KFI—Youth Forum: "Anti-  
U.S. Propaganda," Carl  
T. Rowan  
KABC—Religion on Line  
KHJ—Dante: Campus  
KFOX—Highway Patrol  
KGER—Bible Crusaders  
7:45  
KFOX—Folk Music  
KGER—Bethel Hour  
**8:00 P.M.**  
KFI—American Way:  
"Europe Education"

2-Allin Stale

KFOX--County of Work  
8:30  
KFI--Toscanini Legend  
KHJ--Lutheran Hour  
KFOX--World Tomorrow  
KGER--Sunshine Mission  
**9:00 P.M.**  
KFI--News; C. P. Mac-  
Gregor Show (9:05):  
"Welcome Home, Miss  
Amunson," Lucene Tuille  
KABC--News; Your Child  
KHJ--Back to God  
KNX--News; Weekend

4:00 P.M.  
Name: Abdul

KMPC—M. B. Jackson  
KABC—Education Report  
KFOX—City Employees  
9:30  
KFI—Catholic Hour  
KMPC—University Explorer  
KABC—American Folklore  
KABC—Dr. Billy Graham  
KHFJ—Radio Bible Class  
KFOX—Trinity Baptist  
KGER—Zion Hill Baptist  
9:45  
KNX—Alexander Kendrick  
**10:00 P.M.**

5:45  
Senior Citizen

KHJ—Hour 1 Decision  
KNX—News  
KPCX—5c. Althe. Snell  
10:15  
KABC—O'seas Assignm  
KNX—Science Editor  
"Satellite Tracking"  
10:30  
KFI—Song Fellows  
KABC—Message of Israel  
KHJ—Lutheran Vexers  
KNX—KNX Sun Forum  
"How to be a Good  
Father"  
KIOX—Bob Kingsley  
11:00 PM

X—Alarm: Yes

KABC—Christian in Action  
KHJ—The News Wheel  
KNX—World of Religion  
KGER—Palm Lane Church  
11:30  
KFI—Serenade in Blue  
KABC—Pillarimage  
KNX—Washington Week,  
Harry Reasoner  
KGER—Circle Mission  
11:45  
KFI—Guest Star

## RESCUE MIS-

KXN—News  
 KFOX—Bill Collie (10:30)  
 KGER—Social Security;  
 Peter Slack organ (12:00)  
 2:15  
 KABC—Open Line, J. Wel  
 Kitz—Don Ross Show (10:30)  
 KNX—A1 Your Service  
 2:30  
 KFI—Frank Blair; Andy  
 and Virginia (2:35)  
 KGER—George McLain  
 2:45  
 KGER—Lite Line

11:30

KNX-Edith Head Notes  
**3:00 P.M.**  
 KFI-News; Dave Shaw  
 KABC-Fal McGuinness  
 KNX-News  
 KGER-Dan Pike Show  
**3:15**  
 KFI-News; Mary Hicka  
 KABC-Open Line, J. We  
 KNX-The Firing Line  
**3:30**  
 KFI-Life Abroad; Chuck

ER—Dr. Orr E  
12:55  
FC Baseball

KFI—News; Dave Shaw  
 KABC—Bob Ferris, News  
 KNX—News  
 4:15  
 KFI—Chuck Cecil Show  
 KABC—News; Alex Dreier  
 KGBS—Fulton Lewis Jr.  
 KNX—The Story Line  
 KGER—Rev. C. T. Walbridge  
 4:30  
 KFI—Lindsey Nelson;  
 Chuck Cecil (4:25)  
 KABC—Bob Considine,

OX-Biff Collins

The Story-Line (4:55)  
KGER—Rev. Abe Schneid  
4:45  
KGER—Christian Counsel  
KABC—About Money (4:15)  
4:55  
KFI—Chuck Bennett spr  
KABC—Paul Harvey news  
KRXN—Tom Kelly, Sport

\_\_\_\_\_

**INDEPENDENT INSURANCE AGENTS ASSOCIATION OF LONG BEACH**

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HE 6-5244 Long Beach

PAINE-EBRIGHT CO.  
507 E. Broadway  
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647 East Fourth St.  
HE 7-0411 Long Beach

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\_\_\_\_\_



**PLANNING A ROOM ADDITION?**  
SAVE SALES COMMISSION! DEAL DIRECT WITH THE BUILDERS

**"HOLIDAY" KITCHEN**  
UP TO 25% MORE SPACE  
Your choice of deluxe pre-finished top grade woods custom built to fill your family's needs.  
**FULLY GUARANTEED FREE RANGE & OVEN WITH COMPLETE KITCHEN JOB**

**No Money Down**  
A TRUE **LOW 5%** INTEREST RATE  
UP TO 30 YEARS TO PAY  
**FREE ESTIMATES**

**CUSTOM BUILT FAMILY ROOM or BEDROOM**  
PRICED AS LOW AS **\$1495** ON YOUR SLAB

**LET US PLAN IT!**  
Our experts will gladly assist you with your ideas and draw plans to suit you.  
**FREE ESTIMATES NO OBLIGATION**

**Builders LTD.**

**WE FURNISH LIEN RELEASES**  
**1112 E. Artesia St.**  
**LONG BEACH — GA 8-4400**  
NE 6-9284 or UN 8-4061

## KNOWN OVER THE SEVEN SEAS Snug Harbor for Smokers

By LESLIE JONES

THERE is a tobacco store in San Pedro which doesn't have any customers. Those who come into the Tobacco Bar, on Sixth Street near Pacific Avenue, are friends.

A first-timer seeking smoking products may not realize this fact if Otis Real is having his lunch from a can of soup in the little cubby hole in the rear. But as soon as the proprietor steps out into the shop to greet his patron, the newcomer realizes that the usual customer-merchant relationship has gone up in smoke.

"You come in to tack your buck up on the wall with the others?" he might be apt to say, pointing to the long line of currency from countries all over the world lining the wall behind the counter.

WHETHER the new customer carries marks or yen, rubles or pesos, and whether he can understand a word of Otis' English, or one of the other languages he speaks, he can tell at a glance that this is no ordinary shopkeeper. And if he is from some far-flung land, the familiar currency left by former customers, as part of the decoration, tells him this is a friendly port no matter in what language he does his smoking.

Otis wasn't born with a silver pipe in his mouth, exactly (although the family tree had some tobacco leaves on it). Almost a decade ago, he got tired of house painting and decided to spend the rest of his life carrying on a family tradition that started generations ago in his native land, Germany. Otis learned the art of blending pipe tobacco from his grandfather from a tradition at least 100 years old.

TO REFRESH his memory and add to the family knowledge of tobacco, he sought the help of an 85-year-old American tobacco blender, who had spent his life's work learning the art. The friend graciously allowed Otis to study his hundreds of pages of notes.

Now Otis carries 13 blends of his own, along with blends from other sources, and standard blends from countries all over the world. In addition, Otis makes up special blends for those friends who ask him to.

Otis' Tobacco Bar is a museum of odds and ends of pipes from all over the world, in all sizes, and in shapes ranging from conservative to weird. In fact, friends see a pipe even before they come into the store. A pipe big enough for Paul Bunyan to smoke (Continued on Page 24)

## DU PONT TRUCK-LOAD PAINT SALE TILE WORLD

**NO DRIP**

**NO STIR**

**NO MESS**

**NEW DU PONT LUCITE WALL PAINT**

Just like on TV. Doesn't drip, run or spatter like messy ordinary paints. Extra easy to apply with brush or roller. Ideal for ceilings too. Dries in 30 minutes.

New decorator colors



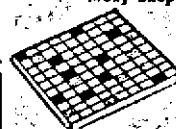
ONLY

**\$5.88**  
Gal.

Everything in Tile and DuPont Paint

**MOSAIC TILE**

Very Large Selection Many Shapes and Sizes



**33¢**

9-Ft. x 12-Ft. VINYL **Armstrong Rugs \$9.95**

Marble Top and Sink — One Piece. This you must see!

**WHITE OUTSIDE PAINT 1.88** Gal.

- Mosaic Supplies
- Vinyl Tile
- Ceiling Tile
- Mosaic Tile
- Asphalt Tile

- Venetian Glass
- Tub Enclosures
- Marble Tops
- Ceramic Tile
- Terrazzo Tile

• DUPONT PAINTS •

**TILE WORLD**

7561 Garden Grove Blvd.

One Block West of Beach Blvd.

TW 3-6591

HOURS: Monday thru Saturday, 9 to 6; Fri. 'til 8:00; Sun., 10 to 4

The most complete tile store anywhere. Over 200,000 sq. ft. of tile on display! We cater to do-it-yourselfers. If you have never worked with tile before — we'll show you how — come in anytime and see our beautiful display.

**Ceramic Wall Tile 40¢**  
4 1/2 x 4 1/2 — Low as \_\_\_\_\_ Sq. Ft.

**Asbestos Tile 5¢**  
9 x 9 — One of Kentile's Finest

**Gems Crushed Glass 55¢**  
Use on Lamps, Pictures

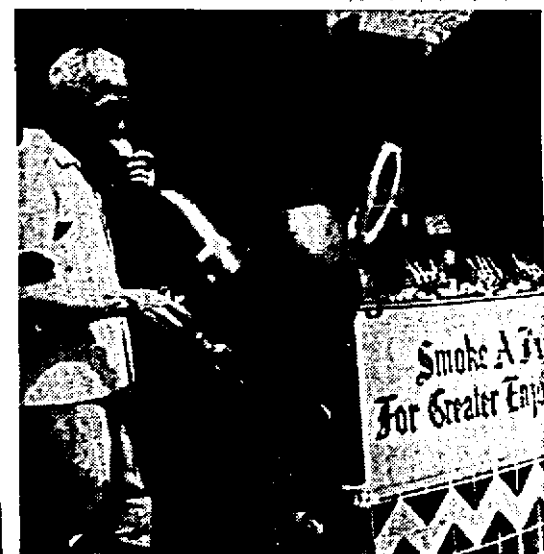
**Un glazed Ceramic Floor Tile 39¢**  
Use on Patios, Entryways, Etc.

**Vinyl Asbestos 9¢**  
9 x 9

**New Entryway Stone 98¢**  
This you gotta see \_\_\_\_\_ Sq. Ft.

### • NOTICE •

All prices in this ad are regular prices . . . Shop around . . . You'll find our regular prices are lower than sale prices in other stores.



Smoking his own pipe, Otis Real dusts off the big pipe standing at door of his store.

Busy is the housewife with the hundred-and-one tasks of the day—breakfast, kids off to school, lunches, laundry, shopping, club, P.T.A., you name it. So it's welcome assistance with menu planning that offers a weekly recipe for the family menu. Watch for Mildred K. Flanary's cooking column each Sunday in Southland.



# AIR KOOLS ORIGINAL 4 SEASON ALUMINUM PATIO

NOT 20%, 30% or 50% OFF

**BUT MORE FOR YOUR MONEY!**

**NO DOWN PAYMENT**

Delivers any patio or awning complete. Pay other bills first, but enjoy your AIR-KOOL Aluminum Patio now! Our factory crews start at once!

**NO PAYMENT FOR 6 MONTHS**  
On Approved Credit

**STRONG AIR-KOOL  
SKYSCRAPER  
CONSTRUCTION  
100% FIREPROOF**

**STRONG  
BAKED-ON  
PAINT—WON'T  
CHIP, RUST OR  
PEEL**

**REMOVABLE GLASS WINDOWS  
AND SCREENS—STRONG!**

**STRONG  
FLIP-TYPE  
ADJUSTABLE  
WINDOWS**

**STRONG  
SLAM-PROOF  
HINGES ON DOORS**

**STRONG  
CONCRETE BLOCK  
BASE**

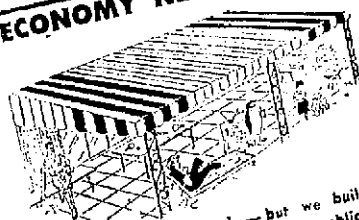
**BUY WITH CONFIDENCE**

Air-Kool Aluminum Awning Co. does not advertise fictitious prices to allow for discount selling

**OUR FACTORY CREWS READY TO START AT ONCE**

Our engineers and designers have given us another masterpiece—now all-Aluminum Patio with removable glass windows and screens, too! Screens guaranteed for 10 years. The foundation wall is specially hardened concrete and the posts are imbedded deep and fast. It is a 12-month, all serviceable Patio—not a "Jerry-built" expensive so-called "add to." Can be decorated like any other part of the house.

**ECONOMY NEWPORTER**



The same fine standard materials—but we build so many our factory has a big savings for you—no obligation—get estimates now—

**FREE ESTIMATE  
and MEASURING  
ON THE SPOT—NO  
GUESSING—NO  
OBLIGATION CALL  
DAY OR NIGHT**

Long Beach **HE 5-8926**

**FACTORY SHOWROOM**

**1514 Commonwealth  
FULLERTON**

**TR 1-3530**

**OW 1-5615**

**KI 3-6363**

**NE 5-5315**

**HOME OFFICE  
AN 8-3351**



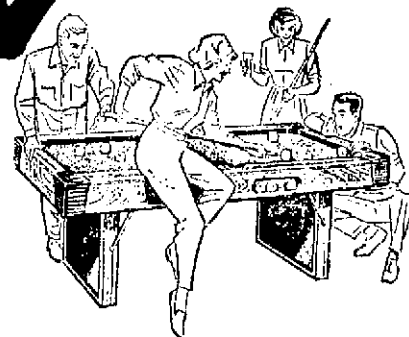
ALL 11 FACTORY SHOWROOMS OPEN 7 DAYS 9 A.M.  
1330 So. Atlantic, L.A.

A gift to all who visit our showrooms—

open 7 days 9 to 7 p.m.

**FREE**

**Competition  
size  
POOL TABLE**



**YOUR BONUS FREE  
WITH YOUR 4 SEASON  
PATIO OR BUG FREE PATIO**

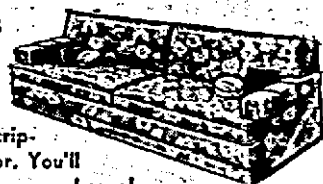
**4 DAYS ONLY**



# KOOPMAN'S furniture

The Best Sofa Buys are at  
Koopman's

Come see for your-  
self! Hundreds of  
sofas of every descrip-  
tion for every decor. You'll  
find what you want... and save!



- Modern • Early American
- Mediterranean

17152 BELLFLOWER BLVD.

Terms, of Course

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This emblem displayed by Drapery and Decorator con-  
cerns is your guarantee of the highest in ethical stand-  
ards. Rest assured by being sure that you are dealing  
with a member of the Drapery Decorators Association  
of So. California.

## LOS ANGELES COUNTY

Beverly's Draperies  
Caprio's Carpet Co.  
Classic Carpet  
Gilbert's Draperies  
Arnel Drapery  
Decorators  
The Baron's

Home Fashions  
The Loom  
Maxine's Interiors  
Ottan's Carpet  
Interiors  
Wilson's Floor Co.  
Helen's Custom  
Draperies  
H&M Draperies

## ORANGE COUNTY

Coast Drapery Service  
Gray's Draperies  
Hyatt's Draperies  
Jule's Draperies  
Sheer's Floor Covering  
Wich's of Buena Park  
Arrowhead Blind  
B&P Decorating

## La Reina Rule

# What Your Name Means

Send your name to La  
Reina Rule in care of South-  
land Magazine, 604 Pine  
Ave., Long Beach, Calif.  
90812, for origin, meaning  
and brief genealogy, for re-  
ply only in this column.

**DEAR MISS RULE:** May  
we have genealogy  
data on CARROLL—V. C.  
GARDEN GROVE; P. C.,  
WESTMINSTER.

V.C., P.C.; CARROLL is  
Irish. This family's ancestry  
is traced to Cearbhall, the  
lord or ruler of Eile, who  
fought in the Battle of Clon-  
tarf in A. D. 1014. This clan  
owned parts of Tipperary  
and Offaly at that time.  
Cearbhall was the Gaelic  
Irish equivalent of Charles,  
a name of Teutonic-German  
origin meaning "strong and  
manly." The Carroll coat-of-  
arms has two red, combatant  
lions on their hind legs, sup-  
porting a silver sword on a  
silver shield. Charles Car-  
roll of Maryland, 1737-1832,  
was the last surviving signer  
of our Declaration of Inde-  
pendence.

**DEAR MISS RULE:**  
Please give genealogy on  
LACE—D. L., Long Beach.

D.L.: LACE is a variation  
of the Irish sur name De  
Leis. In the late 1100s a de-  
scendant of the Norman-  
French "De Laci" family  
migrated, first to England,  
then to Erin, where the fam-  
ily became prominent. De  
Laci decipherers as "from La-  
ci." The archaic French term  
"Laci" was a town-name de-  
noting "place of conceal-  
ment." The Lace family also  
settled on the Isle of Man  
in the Irish Sea. Their coat-  
of-arms has a purple ram-  
pant lion between three half-  
eagles, also purple, on a gold  
shield. The Lace motto  
"Dum exspiro serpo" de-  
cipherers from Latin as "While  
I breathe, I hope."

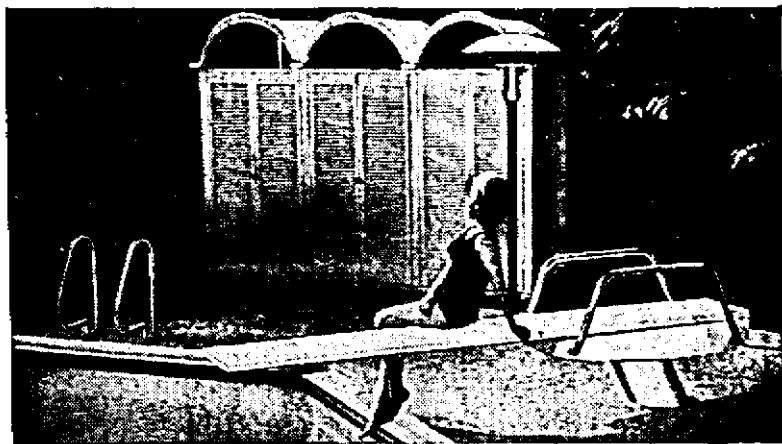
**DEAR MISS RULE:** Would  
you explain VAN DIEMEN  
—B.F., Long Beach.

B.F.: VAN DIEMEN, Dutch  
in background, was started  
in Holland as "Dietman" for  
"man of the people." "Van"  
signified "descendant of."  
The Van Diemen shield from  
Delft has a pair of crossed  
gold battle-axes on a blue  
background. The island of  
Tasmania off Australia was  
originally called Van Die-  
men's Land, after a member  
of this family.

**DEAR MISS RULE:** Kind-  
ly inform us on QUAYLE,  
possibly from the Isle of  
Man. — T. Q. B. Q., Long  
Beach.

T.Q., B.Q.: QUAYLE from  
the Isle of Man, between  
England and Ireland in the  
Irish Sea, began as the Gaelic  
"Mac-Phail." In the Manx  
language of the Isle of Man  
this meant "son of Paul,"  
honoring St. Paul whose  
(Continued on Page 20)

# Anthony inventions make pool care easy!



Beautiful, modern accessories in a variety of styles are available from Anthony—  
(above) Olympia pedestal board, Solarflow radiant heater, Aquabana dressing room

312 A 20

Anthony exclusive color-coordination and  
design make pools more beautiful...



New twist in pool fun. Unique spiral  
slide. Exclusive from Anthony Pools.



## BLUE LAGOON \$1690

Only \$22.54 a month. 10 year bank  
terms. 15' x 31' gunite pool. 312 sq. ft.  
78 ft. perimeter. 3 to 6 ft. deep. Filter,  
white plaster, copper plumbing, pump,  
motor, steps in cove, 21-inch deck.

Price based on normal owner and not subject  
to bid and higher costs in some areas.

**MIRACLE IN POOL CARE.** Anthony automatic  
cleaners, Hida Sweep or Antho Sweep, com-  
bined with Antho Pure automatic purifier, keep  
pool always clean, pure, inviting—automati-  
cally. Add Anthony automatic pool care to your  
new Anthony pool for only \$9.33\* a month.

**COLOR-COORDINATION.** Exclusive Anthony  
choice of color harmonies in pool accessories.

**EXCLUSIVE ACCESSORIES.** Automatic pool  
care, beauty, dependability, service—these are  
the reasons Anthony pools have been chosen  
by far more pool buyers for over ten years.

**PRICES.** Factory to you selling helps keep  
Anthony's prices low. Anthony is only pool  
builders who manufacture most of their own  
pool parts; save you middleman's profit. We  
fulfill our slogan: "If an Anthony pool owner  
doesn't get service, he hasn't asked for it."

**COMPLETE ANTHONY POOL: ONLY \$25 DOWN!**  
Any Anthony pool, any size, any shape, with filter,  
heater, board, ladder, slide, automatic cleaning  
and purifying, deck, electric, lifetime structural  
guarantee—even the poolside furniture. You can  
put everything you want into one package price.  
Pay only \$25 down, terms to ten years.

**TYPICAL POOL PAYMENTS—\$25 down, ten year  
financing:**

	\$1700	\$23.51	
Price of pool	2000	27.72	
	2500	34.74	
	3000	41.77	
	3500	48.77	
	4000	55.79	

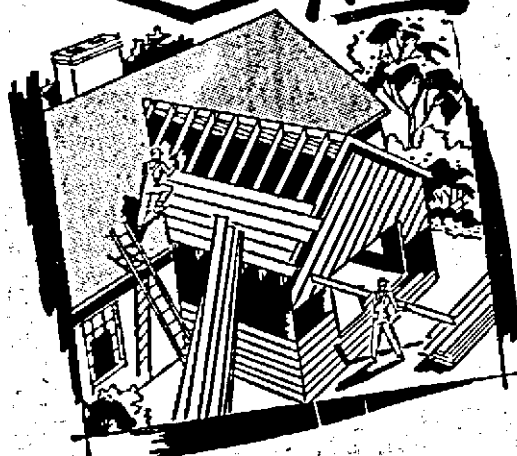
\*On Anthony's ten year plan

# ANTHONY WORLD'S LARGEST POOL-BUILDER

LOS ANGELES • SAN FRANCISCO • SAN DIEGO • LAS VEGAS

LOCAL OFFICES IN THIS AREA—OPEN DAILY 9 to 8; SAT. & SUN. 9 to 6  
ANAHEIM, 2050 South Harbor Boulevard • JE 4-3100  
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Torrance, 25412 S. Crenshaw Blvd. • 325-7455  
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# ADD-A- ROOM



NO JOB TOO BIG  
NONE TOO SMALL!

Our building experts are skilled to handle all types  
of home improvements. Give us a call today. Satis-  
faction guaranteed.

We specialize in remodeling:

- Bathrooms
- Kitchens
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CONVENIENT TERMS

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PHONE 634-2630

24-Hour Answer Service — Ph. 655-3831

Southland Magazine is your entree to a different home each week,  
offering an opportunity to see how others developed decorative themes, in-  
corporated comforts, solved family housing problems.



Sunday, March 21, 1965

# Southland

HOW ABOUT IT, MEN:

Are Foreign Gals  
More Preferable?

Turn to Page 8

MAGAZINE OF THE EVENING NEWS AND THE INDEPENDENT - PRESS - TELEGRAM



Color photograph by Robert Cray

That Art May Thrive in Los Angeles County . . . See Page 7



**EARLY  
WEEK  
SPECIAL  
VALUES  
AT . . . .**



# Thriftmart

**MON., TUES., WED.,  
MARCH 22-23-24**



**CHUCK STEAK**  
**39¢**  
lb.

**BONELESS CHUCK  
ROAST . . . . 69¢**  
lb.

**EXTRA LEAN  
STEW BEEF.. 69¢**  
lb.  
**LEE'S FINE QUALITY  
SMOKED  
PICNIC  
27¢**  
lb.

**BREAKFAST SPECIALS**  
**IOWA FARM**  
**SLICED BACON . . . 1 LB. PKG. 55¢**  
**MAPLE LEAF IMPORTED**  
**CANADIAN BACON . . . 1/2 LB. PKG. 59¢**  
**SWIFT'S PREMIUM**  
**SAUSAGE . . . . . 8 OZ. PKG. 49¢**  
**FARMER JOHN'S FAMOUS SMOKED**  
**POLISH SAUSAGE . . . . . 1/2 LB. PKG. 65¢**

**AGED STEER  
BEEF  
SALE**



**Campbell's  
TOMATO  
SOUP**  
**3 25¢**  
10 1/2 OZ. TINS

**SUNSHINE  
KRISPY CRACKERS**  
**1-LB. PKG. 29¢**

**JERSEYMAID "AA"  
FIRST QUALITY BUTTER . . . . 69¢**  
1-LB. CTN.



**IMITATION ICE CREAM**  
**3 \$1**  
HALF GALS.

**JACK CHEESE**  
**59¢**  
lb.

**MEDIUM SHARP OREGON  
CHEDDAR  
CHEESE . . . 59¢**  
lb.  
**SKIPPY  
PET FOOD**  
**2 29¢**  
10 OZ. TINS

**SMART & FINAL  
COFFEE 1-lb. 59¢**  
TIN

**THE FRESHEST, FINEST PRODUCE!!!**  
**CHIQUITA  
BANANAS**  
**10¢**  
lb.  
**RED LEAF LETTUCE 5¢**

**LENTEN SEAFOODS**  
**KING CRAB MEAT**  
**FROM ALASKA  
FROZEN**  
**BULK IN  
TRAY**  
**\$1 29**  
lb.  
**CLEANED SMELTS** (W. BRAND) 1-LB. PKG. **39¢**  
**FISH CAKES** (CARNATION) 1-LB. PKG. **39¢**  
**MRS. FRIDAY'S  
FROZEN SHRIMP** PEELLED AND  
CLEANED  
**7-OZ. PKG. 75¢**

## Monster

(Continued from Page 11)

neighbors are—especially in Rossmoor. If you don't feed your dog on time, you must be a Communist!

The first day he was here, I took him out to a cul-de-sac in the yard—an area walled in on three sides. And I erected (at great pains) a barricade of immense cardboard cartons. He patiently waited until I was through, then tugged on one carton with his teeth, moved it out of line, and gambled out into the yard proper!

This has been the pattern ever since.

FOR AN OUTSIDE dog, he sure loves the inside. And he will use every devious means to gain access into our home.

In the center of our back yard I have a great planter box filled with azaleas, of which I am inordinately proud. Mornings, as we sit at breakfast, Clyde will cavort in the back yard to catch our attention, then leap up into the azaleas and begin to chew and dig.

Naturally, I go flying out—and then you should see it. Rockne would be proud, because this dog does the trickiest reverse and "chorus girl shift" you ever have seen, and races me for the door.

It is no contest—Ie is four months old and I am 46 years. He beats me every time! He's inside again!

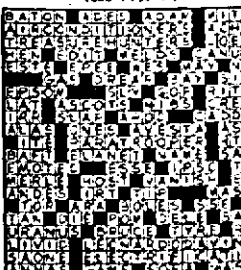
And my wife, the great anti-dog partisan, suddenly has begun siding with this furry Frankenstein against me.

"He won't be much of a dog if he never gets to see us!" she says as the tri-colored cur snaps at my outstretched hands.

But let me tell you, friends, and I won't ever be quoted directly on this—when you come home from work tired, beat and thinking you're the biggest bum on earth, he's so "glad all over" that it makes it all worthwhile!

P.S.—You just might be interested to know that Clyde got more Christmas cards and Christmas presents than we did. And I can't fight it because his background is far better than mine, the American Kennel Club says!

SOLUTION TO TODAY'S PUZZLE (See Page 20)





INVEST IN **WILLBANKS** RELIABILITY  
(YOU JUST CAN'T GO WRONG!)

New excitement . . . new colors and patterns for your  
beautifully carpeted floors . . . During Willbanks' stimulating

# preview sale!

. . . of the very latest from the world's leading carpet mills!



## Here Is Our Realistic Pricing Policy:

- Expert installation—1.25 per yd.
- 50-oz. rubberized felt pad—79¢ per yd.
- 50-oz. combo hair and jute—1.00 per yd.
- Red Cushionaire—1.75 per yd.

Choose From The World's Finest  
at Willbanks! . . .

• ALEXANDER SMITH

- |          |             |
|----------|-------------|
| • FIRTH  | • GULISTAN  |
| • MOHAWK | • BERVEN    |
| • MAGEE  | • ROYALWEVE |
| • LEES   | • EVANS &   |

BLACK AND OTHERS

TAILORED TERMS to suit your budget!

## CARPET WAGONS

If you would rather see samples in your home, call one of our fully equipped Carpet Wagons. Decorator consultation, pleasant salesman who know their product will call at your convenience.

CHECK OUR PRICES BEFORE YOU BUY  
**CALL GE 4-0901**

In Orange County Call JA 7-8112

Refreshing as a mountain stream! Luxurious as a Sultan's palace! You just have to see these glorious new carpets at Willbanks! Warm, interesting and original new patterns . . . fresh, radiant colors that glow with beauty and comfort! It's a feast of the new and the best . . . at fabulous low prices that spell nothing but VALUE . . . at Willbanks!

Brand New . . . by Lees

**100% Cumuloft Continuous Filament Nylon Pile**

Ten new 2-tone color patterns.  
4 full rolls in stock!  
Double jute back.

**6<sup>95</sup>**  
sq. yd.

Brand New . . . by Lees

**100% Orlon "33" Acrylic Pile**

Dense, level, random sheared pile.  
15 exciting colors. Limited supply.  
Outstanding Value!

**9<sup>95</sup>**  
sq. yd.

Brand New . . . by Alexander Smith

**100% Continuous Filament Nylon Pile**

15 new decorative colors in our  
stock on full rolls!  
Double jute back.

**5<sup>95</sup>**  
sq. yd.

Brand New . . . by Gulistan

**100% All Wool Pile**

Eight new, exquisite moresque patterns  
to choose from! 4 colors on full rolls  
in stock now! Double jute back.

**8<sup>95</sup>**  
sq. yd.

## SPECIAL!

Don't miss these outstanding **SUPER VALUES**  
... featured this week at **WILLBANKS**.

**Gold Label Caprolan  
100% Nylon Pile**

6 colors! Cardinal Red, Moss Green,  
Bone White, Kelly Green, Celadon,  
Roman Gold. Full rolls in stock.

Double  
jute  
back.

**3<sup>95</sup>**  
sq. yd.

**100% Dupont Nylon  
Pile by Gulistan**

Choose from ten warm, radiant tweed  
colors! 7 colors on full rolls in stock!

Fabulous  
Value!

**5<sup>95</sup>**  
sq. yd.

OPEN SUNDAYS 11-5

WEEKDAYS OPEN EVENINGS TIL 9

# WILLBANKS

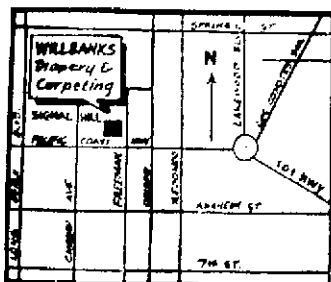
## DRAPERIES & CARPETING

### 1879 FREEMAN AVE.

**GE 4-0901**

Monday thru Friday 10 to 9, Saturday and Sunday 10 to 5:30

**Signal Hill**  
Southland Magazine







For a tempting supper treat, and one of nutritious values, a "show off" curried mushroom soufflé rules

supreme. Just as welcome is a tender, easy-to-make omelet with a zesty sauce based on tomato soup.

## *It's Egg Time... the 'Souper' Way*

**By Mildred K. Flanary**

Southland Magazine Home Economics Editor

**E**GGs, one of the most economical sources of high quality protein are an important dietary requirement for all age groups. Likewise, canned condensed soups contribute their share of body-building essentials. Each kind furnishes some essential in particular. Both foods, therefore, are important in well balanced menu planning.

Put together eggs and canned condensed soup and they spell not only nutritious but "souper" delicious meals. Both enjoy a reputation of true versatility.

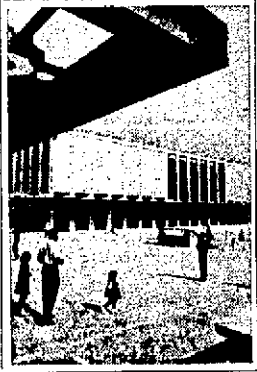
Now, especially when the calendar calls for meatless meals, you'll find this combination a perfect helper. From breakfast through dinner, for tender, zesty sauced omelets to high airy soufflés, there are dozens of ways to join these favorites of long standing.

(Continued on Next Page)



# Southland

## OUR COVER



Southern California — Los Angeles County in particular — gets a large cultural boost this month end when the county's Museum of Art opens its new home. It's a rich project, having run into millions of dollars, but its true esthetic and cultural values are impossible to estimate. Physical cost of the museum was paid for by private contributions. Moving into the

new home created many problems because of the great value of the museum's contents, and the fragile nature of many. However, the new quarters already are having an effect on world interest and the development of a program of great exhibits. For more about the luxurious new art home in Los Angeles, turn to Page 7.

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## NEXT WEEK

For four years John Reed Mansell has headed a \$130-million-a-year corporation with 4,000 employees. His friends say his job as city manager of Long Beach would "break" a lot of men. What kind of a man is he, and what are his biggest problems? Next week, Southland staff writer Lou Jobst describes Mansell on and off the job in a profile called "He Thrives on Problems."

Fred Taylor Kraft, Editor

Sunday, March 21, 1965

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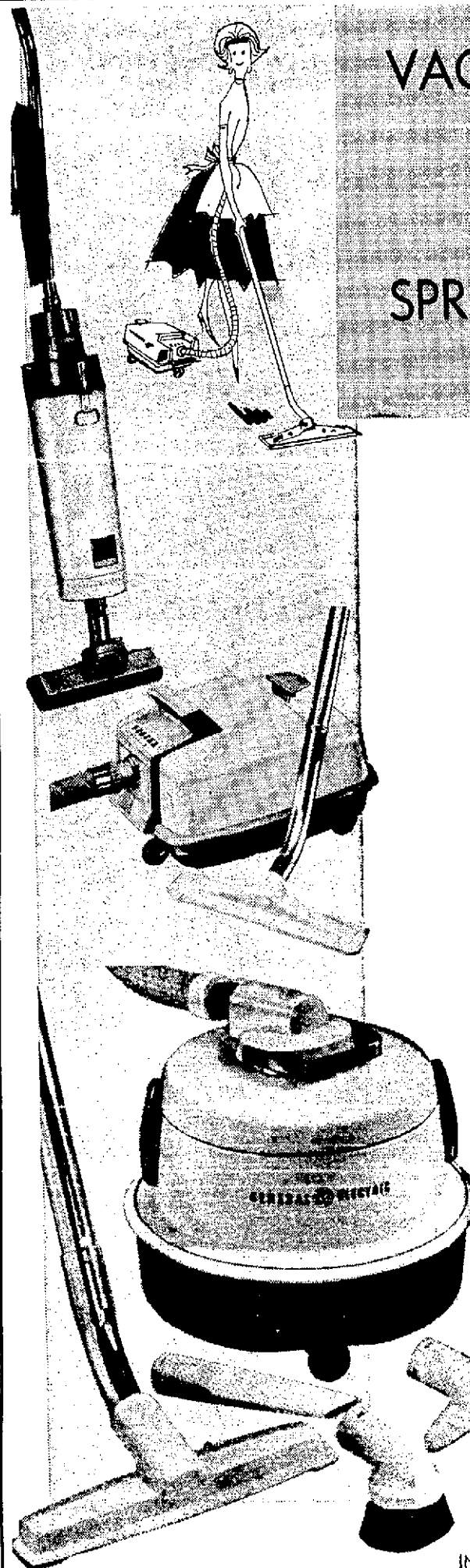
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## Recipe of the Week

**CHICKEN** is versatile as a menu staple and is basic in a prizewinning recipe submitted this week by Barbara J. Woll, 2131 E. 21st St., Long Beach, 90806. The recipe:

### Walnut Chicken

- |  |   |
|--|---|
| 1 lb. uncooked chicken meat cut in cubes | 1 cup celery, diced   |
| $\frac{1}{4}$ tsp. salt                  | 1 cup onions, diced   |
| 2 tbsps. cornstarch                      | $\frac{1}{2}$ cup water chestnuts, cubed                    |
| 3 tbsps. soy sauce                       | $\frac{1}{2}$ cup soup stock                                |
| 2 tbsps. white wine                      | $\frac{1}{2}$ lb. (2 cups) walnut meats or blanched almonds |
| 1 tsp. sugar                             | 6 tbsps. oil  |
| 1 cup bamboo shoots, cubed               |   |

Cube the bamboo shoots, celery, onions and water chestnuts; saute them slightly in 3 tablespoons of cooking oil. Remove from pan. Brown the nuts slightly in deep oil. Remove and drain. Dredge the chicken with mixture of salt, cornstarch, soy sauce, wine and sugar. Heat pan; add the soup stock to the chicken and heat thoroughly, add vegetables and walnuts; heat thoroughly and serve hot. Serves 4-6.

What's your favorite recipe? For each recipe published in this space, Southland will pay \$5. Men are urged to submit their recipes along with the ladies. Send yours, with name and address to Recipe Contest Editor, Southland Magazine, 604 Pine Ave., Long Beach, Calif. 90812.

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## It's Egg Time

(Continued from Page 17)

Often considered the final test of an accomplished cook, the preparation of a soufflé is simplified with a can of condensed soup... a ready-to-use, double-rich, double-thick sauce.

Surprise your family tonight with one of these "souper" egg treats.

### Curried Mushroom Soufflé

- 1 can (10 $\frac{1}{2}$  oz.) condensed cream of mushroom soup, undiluted
- 1 cup shredded sharp Cheddar cheese
- 3 teaspoons curry powder
- $\frac{1}{4}$  teaspoon Tabasco
- 6 eggs yolks
- 6 egg whites

Preheat oven to 325°F (slow). Set a 2 $\frac{1}{2}$ -quart ungreased casserole in a shallow baking pan; place in oven. Pour boiling water around casserole to depth of at least one inch; let casserole heat while soufflé is prepared.

Mix soup, cheese, curry powder and Tabasco in saucepan; heat slowly until cheese melts. Remove from heat. Beat egg yolks until thick and lemon-colored; stir into soup mixture. Beat egg white until stiff but not dry. Fold yolk mixture into beaten whites.

Pour into preheated casserole and bake in 325°F (slow) oven for 1 hour or until puffy, delicately browned and a silver knife inserted halfway between center and outside edge comes out clean. Serve immediately. Makes 4 to 6 servings.

### Omelet With Tomato Sauce

Sauce:

- $\frac{1}{4}$  cup finely chopped onion
- 2 tablespoons butter or margarine
- 1 can (10 $\frac{1}{2}$  oz.) condensed tomato soup
- $\frac{1}{4}$  cup water
- $\frac{1}{4}$  cup sliced black or stuffed olives

### Omelets:

(Recipe for one serving)

- 2 eggs
- 2 tablespoons water
- $\frac{1}{4}$  teaspoon salt
- Dash pepper
- 1 tablespoon butter or margarine

Sauce: In saucepan, cook onion in butter or margarine until tender, but not brown. Add soup, water and olives. Heat, stirring occasionally.

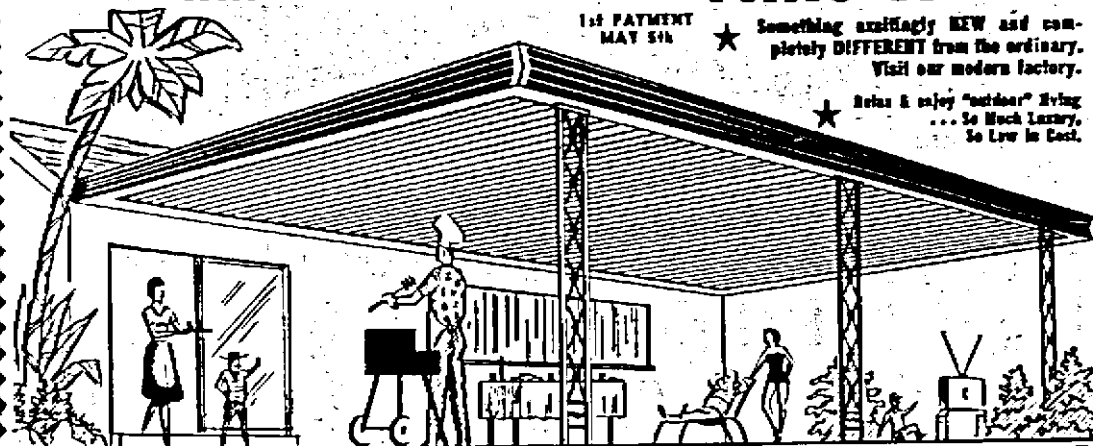
Omelets: While sauce is heating, prepare omelets for each individual serving. In bowl, beat eggs, water, salt and pepper with fork. Heat butter or margarine in omelet pan or skillet (approx. 8-in.) just hot enough to sizzle a drop of water. Pour in egg mixture. It should set at edges at once. As the mixture at the edges thickens, draw these portions toward the center so that the uncooked portions flow to the bottom. Tilt pan as it is necessary to hasten flow of uncooked eggs. Shake pan to keep omelet sliding freely. When eggs are set and surface is still moist, continue cooking until bottom is nicely browned. Fold in half or roll. Serve immediately with sauce. Recipe makes enough sauce for 4 omelets.

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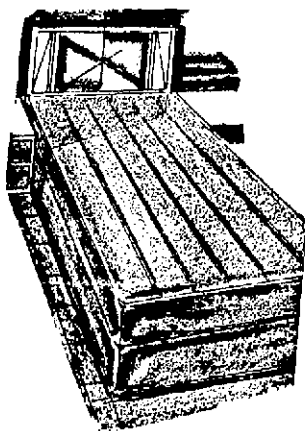
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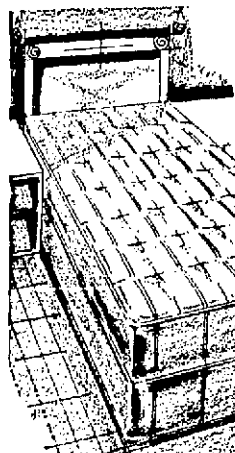
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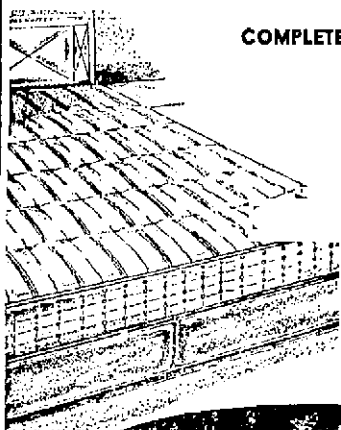
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# From Humble Beginnings, A Luxury Boat

By HI SIBLEY

**T**HE valiant Yakydak, familiar to yachtsmen in Newport Bay, was a long time a-borning. Some 3,000 hours of spare time of Richard Lehman and H. S. Sibley of Lido Isle went into her construction.

She was built on the hull of a surplus Navy shore boat for which the two old salts (fortyish) paid \$150. It didn't look at all promising when hauled up into a boat yard, a mere shell that had been drying out on shore for a long period; no engine, no gear, no deck, no nothing. But her ribs and 1 1/4 inch planks were sound.

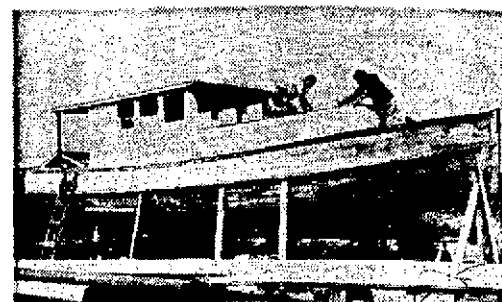
**THE OWNERS** were not dismayed at the task ahead, but that was because they did not realize what they were in for—scraping, caulking, painting to render it seaworthy. On weekends, evenings, holidays and even during lunch hours building bulkheads, laying decks, erecting

cabin and wheel house. Hardest job was adding the three-foot-high bulwarks forward which improved the lines. About a bushel of nails, screws and small hardware, hundreds of feet of plywood, gallons and gallons of paint, not to mention yards of glass cloth and fiberglass resin.

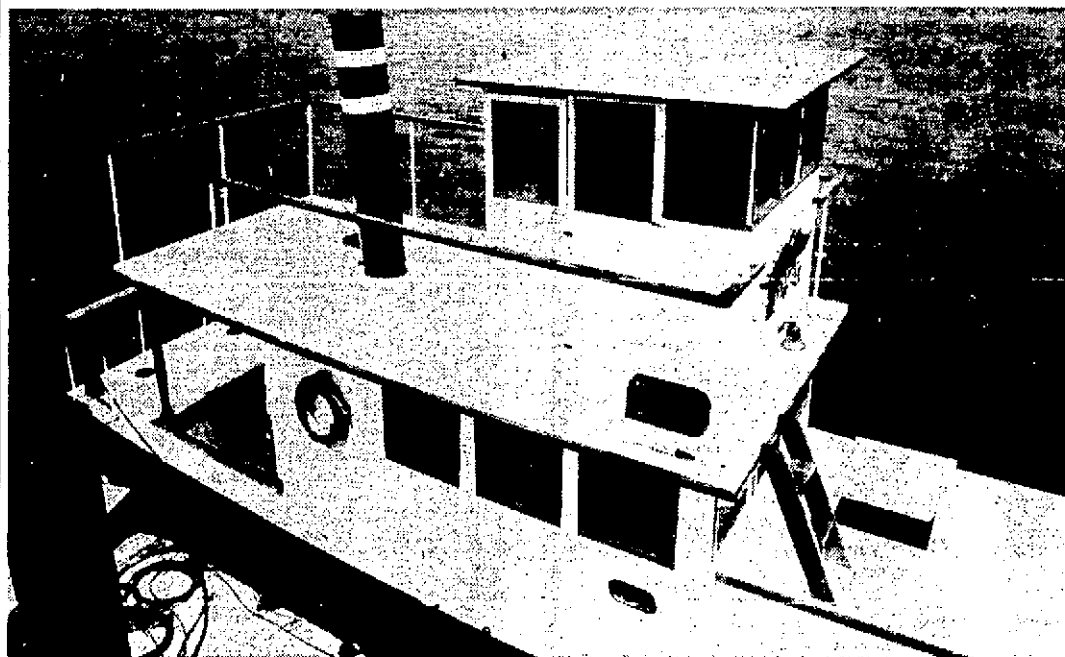
An ingenious hydraulic system was installed for steering and engine control and intricate electrical circuits for lights, starting and the like. There was even a panic button whose sole function was to amuse guests.

Yakydak sleeps six. All seats and bunks are provided with custom made flotation cushions. There is a compact galley, bar, two heads and a powder room. With ample fuel and water tanks she is ready for a cruise on the deep blue yonder.

A truly luxurious craft from a very humble beginning.

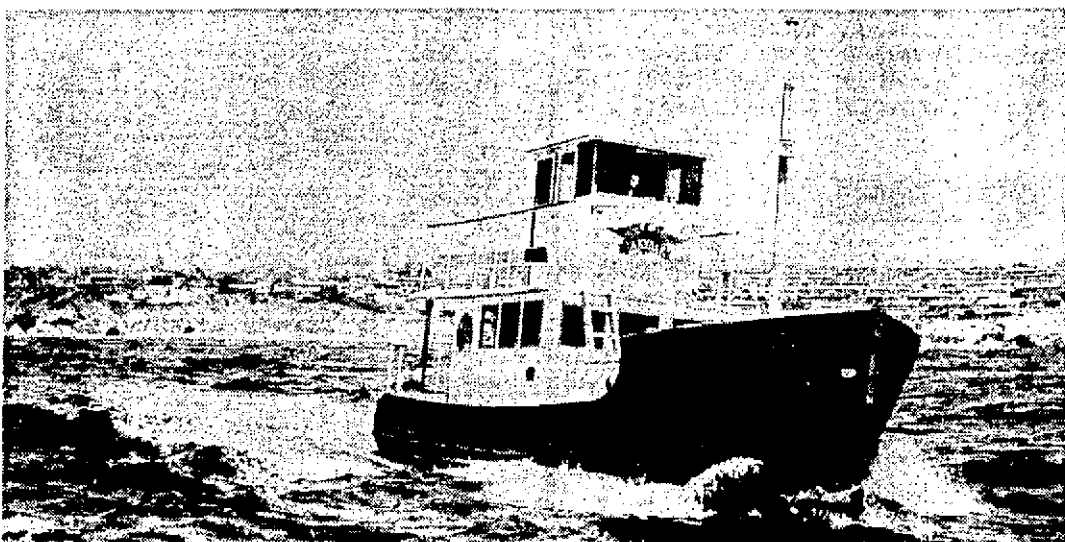


Work already well under way, this Navy shore boat gets first coat of paint in conversion.



—Photos by WALT FRISBIE

All superstructure and decking above black hull is added construction to the original Navy surplus craft.



—Photo by KENT HITCHCOCK

On shakedown cruise to Catalina, Yakydak maintained an average nine knots in channel swells and choppy sea.

Southland Magazine





La Petite Americaine, as France calls Jean Seberg, is back in Hollywood for new film.

## RX for Stardom

**T**HE Druggist's Daughter" is a motion picture that has yet to be filmed, but when it is the star is ready—Jean Seberg, who has lived the role.

Hers is the true story of a small town pharmacist's girl who, after some ups and downs, rose to international acclaim as an actress.

This poised woman has emerged in the short space of nine years. It is hard to believe that this is the Iowa girl who was catapulted into the limelight at the age of 17 when Otto Preminger picked her to play Joan of Arc in "St. Joan."

HER FILM debut, cause for civic jubilation in her native Marshalltown, Ia., (pop. 23,150) aroused less enthusiasm among critics. A second picture, "Bonjour Tristesse," evoked more interest, and she settled in Paris and made a bright splash in the French "New Wave" of cinema.

With her performance in "Breathless," she became the symbol of the American Girl in Paris.

Now she has returned to Hollywood for "Moment to Moment," Mervyn LeRoy's production for Universal. With her is her equally famous husband, Romain Gary, French novelist and diplomat.

LeROY TOSSED a gala party, columnists have beaten a path to her dressing room, and "La Petite Americaine," as she is known in France, can be assured that she is finally a star in her own country.

This is her 12th film, but only twice before has she worked in the United States. Her most recent picture, "Lilith," was filmed entirely in New York. Her international successes include "The Five Day Lover," "Playtime,"

"Time Out for Love," and "The Mouse That Roared." "Europe was very good for me," she says. "It made me learn about different kinds of films."

La Seberg now wants to alternate movies here and abroad. She and her husband have a Paris apartment and a Greek island home, and are negotiating for a place in the Caribbean.

She finds only slight difference between film-making abroad and here.

"HOLLYWOOD has more equipment and puts more emphasis on elaborate sets," she remarked, waving at the \$250,000 Riviera replica on Universal's Sound Stage 12. "Otherwise, directors and methods are about the same in America and in France. There will always be variations, depending on temperament."

Temperament is something that Miss Seberg has under very tight rein. She has come a long way from corn to cognac. Her control in emotional scenes with Sean Garrison, despite numerous retakes, has aroused admiration among her co-workers.

The 5-foot, 4-inch ash blonde with the cool grey-green eyes exudes quiet Parisian aplomb. The druggist's daughter is indeed a lady.

### Chinese Ancestry

The original cross-breeding done in the development of Armstrong Nurseries' remarkable fruiting-flowering dwarf peach bush Bonanza started with a strain of Chinese dwarf peach that produced inedible, greenish, white-fleshed cling fruit. The new Bonanza produces delectable, full-size, yellow-fleshed free-stone fruit on a plant while only 2 to 3 feet tall.

### Lost Gold

(Continued from Page 9)

IT WAS NEAR this arch they found rich placer gold. The miners worked rapidly and before the hot, dry season arrived, a couple months later, they had accumulated a large quantity of gold. They packed the rich dust and headed home intent on returning the following season. The arch has been lost ever since and dozens of search expeditions with scores of people involved have proved fruitless.

A first-rate lost mine tale again comes from San Bernardino County, this time just north of Big Bear Lake in Van Dusen Canyon, some 100 miles from Long Beach. The mine was discovered by Van Dusen and a partner around 1861. Together they amassed a fortune in gold. Having done so, the partner called it quits. He felt he had all the gold he could use and left the area. He was not heard of again. A short while later, Van Dusen was found murdered in his cabin. This touched off a frenzied rush to the area in search of the mine. It was not found until 1868 when two strangers appeared in the valley. One was a Frenchman and the other a young man named Stebbins. The Frenchman entered the canyon and soon produced gold much like that of Van Dusen's. Young Stebbins tended camp and was not permitted to work the mine or even know its location. Then the inevitable happened: the Frenchman left one bright morning, routine as ever, to work in the mine. He was never seen again. There are conflicting stories about his fate. Some say he was murdered, some say trapped in a cave-in, and others say he just left. But there's one thing certain, the mine is still there.

So, when you are sitting wondering what to do on a weekend, why not become a prospector? Give in to that long-time desire for adventure and outdoor activity. It is quite safe when the proper precautions are taken and certainly the incentive is there.

### Art Gallery

(Continued from Page 7)

Park center makes it possible to expand and improve exhibits at the Exposition Park building, museum officials say.

These plans include the creation of a giant Dinosaur Hall as part of an improved display of anthropological works.

Officials expect the new art center and other changes will attract record crowds in 1965, topping the more than one million persons who visited the county museum last year.

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# Cap, Gown



**RICHARD ARMOUR**  
He Wears 2 Costumes

By Aubrey B. Haines

**M**ANY poets scarcely achieve fame in their lifetime. Richard Armour of Claremont leads the double life of a college professor and a popular author of humorous verse and whimsical prose. "I have two costumes," he says, "a cap and gown and cap and bells."

He has written more than 5,000 pieces of light verse for more than 100 magazines in the United States and England, including the Saturday Evening Post and the New Yorker. Recently his 27th book was published.

Since 1945 he has been professor of English at Scripps College and the Claremont Graduate School until his recent retirement. "Armour's aim," said a New York Times critic, "is to sum up in four lines a universal truth and to leave it writhing."

Richard Willard Armour was born in San Pedro in 1906. When the boy was young, his family moved to Pomona, where his father operated the Armour Drug Company. In World War II, he served active duty in anti-aircraft artillery and later as a lieutenant-colonel detailed to the War Depart-

ment's General Staff under Gen. Dwight D. Eisenhower.

**ARMOUR** married Kathleen Foundenroy Stevens, whom he had met in the first grade, on Christmas Day 1932. The Armours have two children: Geoffrey Stevens and Karin Elizabeth Armour. Dick's experiences in the Army, as a father, a husband, and a teacher serve as grist for his poetic mill.

"The transitions in my life," he says, "have been relatively painless. If not without their ration of peaks and valleys." The peaks (or reception of his books) may be enviable. "Most unusual," he says, "was my book, 'Through Darkest Adolescence,' completed in a Zen Buddhist temple in Kyoto, Japan. To write it, I got as far away from teen-agers and other distractions as I could. However, I took my daughter with me. She was a perfect specimen, with all the weird, wonderful qualities. She was 18 and at the end of the normal—which is frightening—age of adolescence."

"I WROTE the book as a result of a talk I gave to parents of junior high school students. After I'd finished, I realized that I'd written a (Continued on Page 30)

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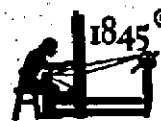


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(Continued from Page 15)  
name meant "little one." The earliest modern form was MacQuayle, recorded in from the old English "Quaille" reminiscent of an ancestral shop - trademark sign picturing a quail. John Quaille was an English forefather in 1367. The Quaille-Quayle shield is ermine. On it is a small green rectangle emblazoned with a gold Calvary cross standing on three steps.

**DEAR MISS RULE:** Could you identify DEHMLOW?—L. B., Long Beach.

L. B.: DEHMLOW was initiated in 14th century Germany as the hero name "Diemo-Lowe." This idealized the family ancestor as "lion of the people." No other data is available on Dehmlow. This hero's fame was eulogized by his name.

**DEAR MISS RULE:** Please identify ABELE.—D.A., Los Alamitos.

D.A.: ABELE began as the German "Adel-e" describing "young and noble one." The Abele shield from Wurtemberg is crossed by a blue stripe with a gold sun centered on it. Above the stripe is a black eagle on a gold band; below the stripe is a red band emblazoned with a pair of crossed feather pens.

**DEAR MISS RULE:** Please give genealogy on McCOY.—B.W., LONG BEACH; G. P., BELLFLOWER.

B.W., G.P.: McCOY was adopted by descendants of the great Scottish chief called Aodh, whose name meant "firebrand," for a quick-tempered man. His sons in Scotland formed Clan MacAodh, while those who migrated to Ireland used McCoy. McCoys first settled in north Irish Ulster, but moved to the banks of the River Shannon in the 1500s. Their coat-of-arms has two black bars between six black heraldic birds on a silver shield. McCoy descendants settled in the Cumberland Valley of Pennsylvania in the early 1700s.

**DEAR MISS RULE:** Would you explain COMYNS, COMINS.—D.C., H.C., LONG BEACH.

D.C., H.C.: COMYNS families are descended from the Scottish Clan Cumming. This family had a Norman French ancestor called Comin, meaning "Stranger." Descendants reached Scotland in the 1100s, where they altered their name to Comyns, Comins and Cummings. Their home was at Badenoch in Inverness-shire. The clan shield has three gold wheat sheaves on a blue background. Irish MacCumlin and O'Coimin families, whose names denoted "sons of the bent one," modernized their name to Comins and Cummings in the 1500s.





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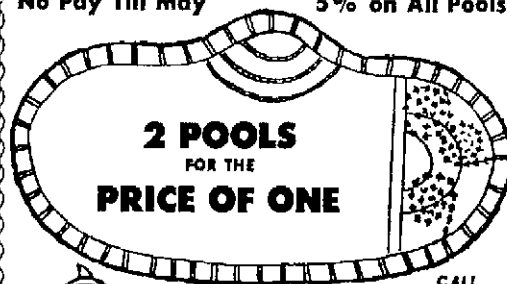
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zine will help you.

# The Mine That Is the Sea

By Walter Finch

**A**NCIENT MAN called the  
world oceans "poisoned  
seas."

The appellation arose  
from the fact that sea water  
contains concentrations of  
many minerals, most of  
which render it useless and  
dangerous for human con-  
sumption.

The best known of these  
components, naturally, is  
salt. Less known is the fact  
that the sea, in solution  
form, contains vast quanti-  
ties of highly-prized min-  
erals including gold, silver,  
magnesia, potash, bromine,  
boron, copper, zinc, manga-  
nese and others.

Man has "mined" the sea  
for salt, a substance as vital  
to human survival as water  
itself, for thousands of  
years.

THE CHINESE are known  
to have produced salt by  
solar production more than  
4,000 years ago and Aristo-  
tle wrote at length on the  
process.

The method is still used  
today throughout the world,  
including the Pacific Coast.  
Two of the earth's largest



Salt is among the many components of sea water which also contains many  
valuable minerals. Above, salt pile at Scammon's Lagoon, Baja California.

solar salt works are situat-  
ed at San Francisco Bay and  
Scammon's Lagoon, 300  
miles south of Long Beach  
on the west coast of Baja  
California.

The San Francisco works  
is operated by Leslie Salt

Co. and covers hundreds  
of acres at the bay's south-  
ern end.

The Baja California solar  
works produces about one  
million tons of salt each  
year. This salt is carried to  
the far corners of the earth

by more than 100 ocean go-  
ing vessels that call at the  
remote and isolated Scam-  
mon's Lagoon.

**THE PORT** of Long Beach  
Imports 60,000 tons of salt  
(Continued on Page 22)

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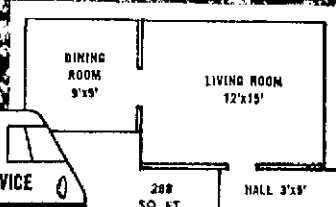
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# TV Aids in Therapy

By Ben Zinser

Scientist Magazine Medical Science Writer

TELEVISION therapy often can help the mental patient.

At the University of Mississippi, doctors made video tapes of interviews with patients.

Half of 80 patients saw themselves on the TV screen immediately after the first interview. In addition, after each subsequent interview these 40 patients saw all prior segments in sequential order.



The view group showed far more improvement than did those not shown interview tapes.

These video tapes, say the researchers, may provide the "giftie" talked about in the Robert Burns poem:

"O wad some Power the giftie gie us: To see ourselves as others see us."

A DOCTOR has issued another warning about the indiscriminate use of silicones in plastic surgery.

Dr. Louis H. Winder of UCLA, reporting to the American Academy of Dermatology, tells of three cases in which an inflammatory condition developed after liquid silicone had been injected into the breasts or face for cosmetic purposes.

IN SOME instances preoperative irradiation has improved the outlook for patients with cancer of the rectum or colon, University of Oregon researchers report.

All tumors regressed and one disappeared entirely in 26 of 27 patients exposed to presurgical irradiation.

Two patients with previously inoperable cancer could be operated on later, thanks to irradiation.

TWO SUCCESSFUL treatments are reported for the fungal skin disease, tinea versicolor.

The infection, marked by branny scales, has responded to night and morning applications of Akrolol Cream, according to one report.

A single overnight application of Selsun resulted in complete or marked clearing of the condition in 90 patients, another report discloses. However, recurrence rate was high.

THE DRUGS Thorazine and Stelazine, given together, are more effective than either alone in the treatment of chronic psychotics, a new study shows.

The finding is based on drug trials among 77 chronic schizophrenic patients at Camarillo State Hospital, according to the American Journal of Psychiatry.

OBESITY is the major health problem among patients of all ages, except the very old, contends Dr. Joseph T. Freeman, lecturer in geriatrics at the University of Pennsylvania. He says that elimination of obesity in the U.S. would increase life expectancy by about four years, compared to two years if cancer were eliminated.

A NEW long-acting sulfa drug—sulfamethoxydiazine—has proved effective in the treatment of bladder and kidney infections, reports Dr. Donald B. Lewis of Tucson in Western Medicine. In one study, 79.2% of patients who received the drug had an excellent or good response, compared to 46.6% and 35.5% who received two other sulfa compounds.

CONTAMINATED hands are believed to be the main factor in the spread of "staph" germ infection within a hospital, says Dr. Robert I. Wise of Jefferson Medical College, Philadelphia. Fallout of bacteria from the air is not great enough to explain bacterial contamination of wounds in the operating room, he says.

(This column frequently reports advances in medical research and opinions of medical authorities not yet accepted in general practice.)

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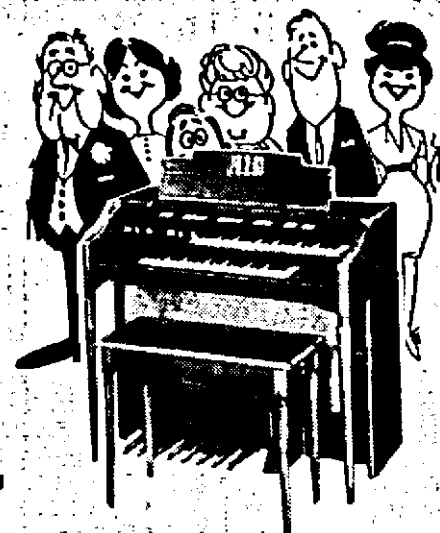
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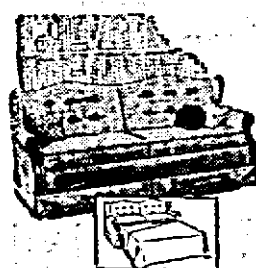
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Los Angeles County's dazzling  
new gallery opens March 31.

# That Art May Thrive

By LOU JOBST



**A**RT in the Southland is getting a magnificent new home. The Los Angeles County Museum of Art—following what may be the biggest moving job in U.S. cultural history—will open its doors in dazzling, luxurious new quarters on March 31.

Costing about \$10.5 million, the new gallery is situated on 6½ acres in Hancock Park on Wilshire Boulevard. Total value of the new museum including the land, buildings and art collection is \$70 million.

The new museum was designed by nationally known architect William Pereira and consists of three pavilions connected by logias and a 600-foot-long plaza, all surrounded by a shallow reflecting pool.

**THE MAIN** pavilion, called the Ahmanson Gallery, stands at the southwest corner of the plaza and will house the museum's permanent collection in exhibit rooms that surround a four-story-tall atrium.

These galleries, which provide nearly five times the space available at Exposition Park, are laid out so that the historical development of both western and Oriental art can be told in chronological order.

The main level of the Ahmanson Gallery will house a bookshop, a Great Hall for receptions and galleries of Italian, Flemish, French, Dutch, Spanish and English art through the 18th Century; the third level will hold 19th and 20th Century art from west Europe and America and a screen room where works not on exhibition can be kept for study; the top level will contain exhibitions of decorative art including prints, drawings and costumes.

**COMPRISING** the northeast corner of the plaza is the Lytton Gallery, designed to house visiting and changing exhibitions.

The third pavilion in the complex is the Leo S. Bing Center which is composed of a 600-seat auditorium, educational offices, a children's workshop and gallery, snack kitchen, lounge and lecture hall.

The new museum, says its director, Richard F. Brown, "ranks with the best in the world" and "will provide all Californians a chance to discover the best artistic creations of mankind in an appropriate setting."

Cost of the museum was paid for by donations from private citizens and construction was begun in 1962.

Brown estimates it will cost \$1 million annually to operate the new museum.

**THE MOVE** to the new facility began last Oct. 1 and involved the packing and shipping of more than 500,000 expensive-to-priceless art objects, ranging from a de Goya painting worth \$250,000 to bite-sized chips of rare Persian textiles.

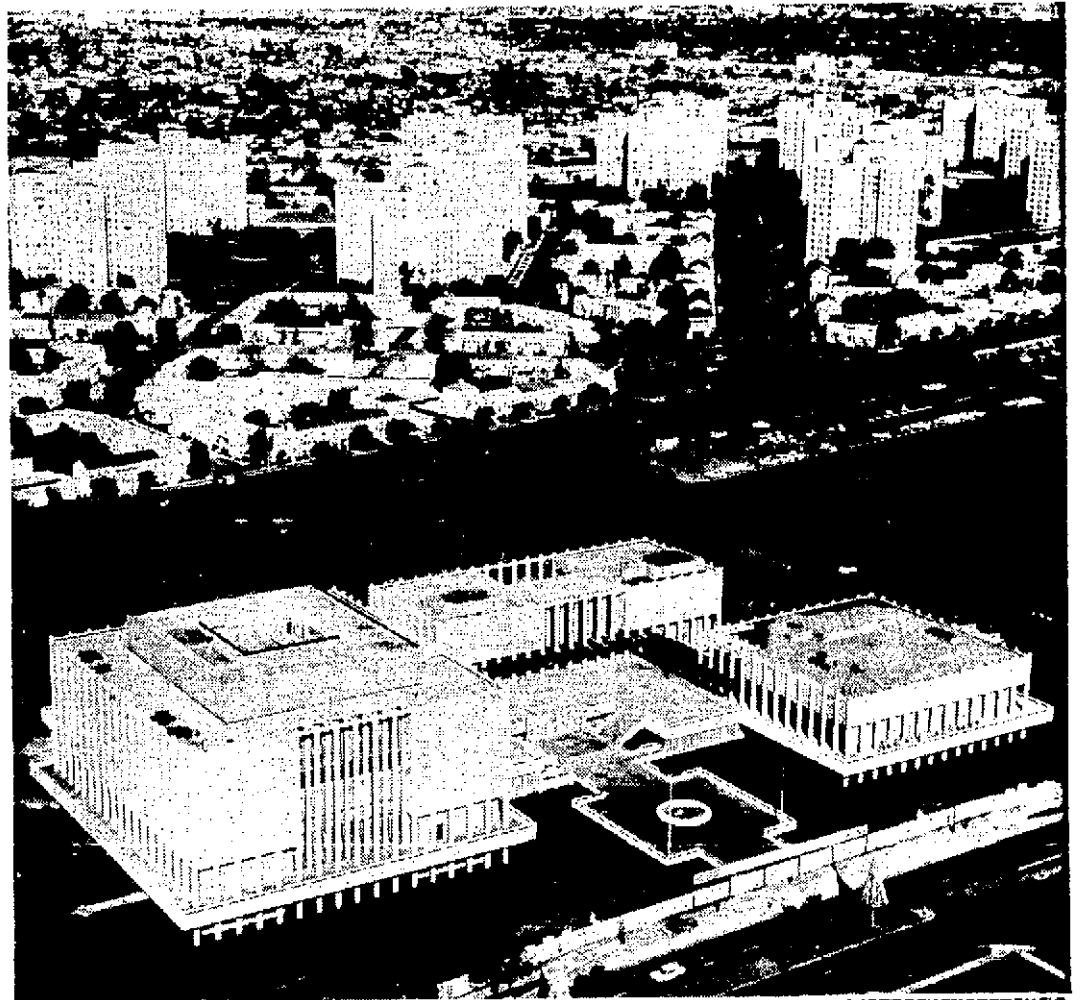
Engineers had to design special crates for many of the art objects including braced vertical standards for delicate statuary and it required more than 125 van loads to get the collection crosstown.

Tight security arrangements including unpublishized shipping times and routes surrounded the move.

Even with the complex problems of the monumental move, settling up housekeeping in the new museum and planning of dedication and opening ceremonies, Brown and his staff are preparing for several major exhibits and a massive acquisition program.

**ALREADY** scheduled for the new museum are a major retrospective exhibition of the works of Pierre Bonnard, a showing of Japanese art and an exhibition of 7,000 years of Iranian art sponsored by the Iranian government.

The move of paintings and art works to the Hancock  
(Continued on Page 19)



Los Angeles County's new, \$10.5 million Museum of Art on Wilshire Boulevard is seen above from air. The center will open March 31. Move to new facility poses problem of protective crating for art objects, such as statuary. Below, the \$2.3 million Science Wing added to Museum complex at Exposition Park 3 years ago.

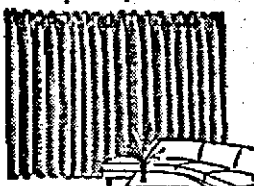




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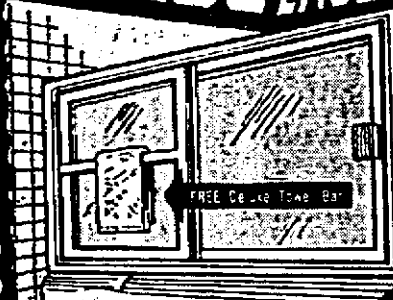
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## The Sea

(Continued from Page 6)

from the Baja operation  
each year.

There is also a smaller  
solar salt plant located at  
the upper end of the Back  
Bay at Newport Beach.

Solar evaporation is a  
simple method, requiring  
only that seawater be  
trapped in shallow depths  
so the sun can evaporate  
the water. The residue is  
pure sodium chloride, salt.

The supply of salt in the  
world's oceans is so great  
it defies human imagination.

Scientists have estimated  
that a single cubic mile of  
the ocean contains enough  
salt to meet all the needs  
of the world for nearly a  
decade.

THE SEAS, which cover  
70% of the face of the  
globe, on the other hand,  
contain more than 300 mil-  
lion cubic miles of salt-  
water.

Mining of "lost seas" in  
the form of potash deposits  
laid down by dried up  
oceans is "old hat," too.

And so is the removal of  
petroleum and gas from the  
tidelands of the world, in-  
cluding the vast Wilmington  
field at Long Beach.

But the real challenge  
that lies ahead is the  
"wringing" from sea water  
the various other minerals  
it contains.

These treasures are tempt-  
ing.

A single cubic mile of sea  
water is believed to contain  
93 million dollars worth of  
gold alone.

TOTAL VALUE of all  
soluble minerals in a trillion  
gallons of sea water is about  
\$50 million.

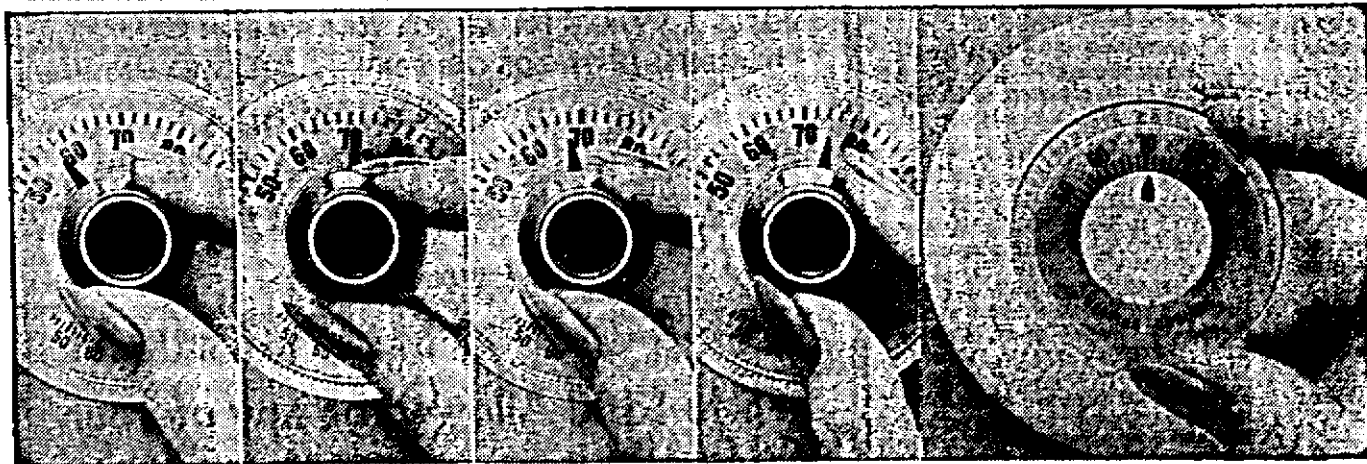
There is even evidence  
that certain sea life has min-  
eral values and research has  
shown that cobalt and cop-  
per can be extracted from  
lobsters, sea snails contain  
bromine, sea cucumbers are  
rich in vanadium, and cesi-  
um can be obtained from sea  
weed.

## About Climbers

Most popular climbing ros-  
es, with the exception of a  
few, such as the bright yel-  
low High Noon, ordinarily  
do not flower the first year  
they are planted. The climber  
devotes this first year to put-  
ting out its familiar long  
canes and establishing a  
sound root system. The sec-  
ond year the climber gener-  
ally provides a riot of color.

The canes of the climber  
should be trained horizontal-  
ly for the maximum show of  
bloom.

Southland Magazine



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in an all-electric Gold Medallion home.



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**SCE**





Scandinavia's most popular export: blondes! 1964 IBC's Miss Sweden.

# Are Foreign Gals REALLY More Desirable?

By HOYT McAFEE



Miss Republic of China represents stimulating charm of Oriental girls.

and women interviewed in Europe, Scandinavian countries, and the British Isles as "lazy," "sloppy in their dress," "frivolous," "domineering," and as "having little or no adventurous spirit in them."

INCIDENTALLY, that report was kept under wraps for months. But some of its "juicy" contents leaked out and became the subject of speculative comment during a national presidential campaign. When finally released, that report produced bombshell reactions in some major cities of the U.S.

It prompted thoughtful American women to mutter to themselves: "How could European and other foreign men have formed such an unfavorable impression of us?"

About the same time the results of another survey came to light. In response to a routine inquiry, a U.S. information official revealed that unusually large numbers of American servicemen had married foreign girls. It was a trend which gained momentum during World War II and lasted well beyond the occupation of Germany and Japan.

Hundreds of GIs seized every opportunity to tell the world why they preferred foreign girls to the American variety. For example, they praised Chinese, Canadian, Australian and Japanese girls for their affection, devotion, and congenial companionship. Above all, they spoke appreciatively of "the knack girls of these nationalities have for making us feel important, both at home and in public places."

COUNTLESS other servicemen found much to admire and cherish in British, Scottish, Norwegian, Swedish, German, French, and Italian young women. Considerable numbers of them brought back brides from these lands, proud to show them off and to make it plain that American girls no longer rated "first" in their esteem.

So the signs were unmistakably clear: American women definitely had slipped in popularity, especially with millions of men who'd had a chance to go abroad and size up girls of other nationalities. Soon thereafter a rash of plays and books began to appear, each one hammering away at



Japanese girls have an undeniable charm. They are neat, very sincere.

the real or imagined shortcomings of American women.

At such a moment — with members of their sex under fire at home and abroad — a group of bachelor and career girls in New Orleans acted. Their primary purpose, they emphasized, would be to give American women the credit due them for their leadership in political and social movements, for their charm, beauty, and sex appeal, and for "their numerous other redeeming qualities."

They singled out Mrs. Jacqueline Kennedy, actress Jennifer Jones and singer Patti Page as among "our favorite young women. We especially admire their quiet courage and other worthy feminine qualities."

SINCE THEN, similar groups of young women have taken their cue from the New Orleans movement. They include units in Baltimore, Chicago, Milwaukee, and lesser cities. These young women, who operate in pretty much the same fashion as the bachelor clubs of America, consider March 10 their anniversary date.

In a leap year, they delight in



Latin vivacity attracts the male. Above, IBC's Miss Brazil last year.

inviting their favorite bachelor friends to be their special guests. At their banner meeting they seek to put across one message: American men — and foreigners, too — should, in a spirit of fairness, take a close look at "What's Right With American Women."

Very definitely they mean this: Look them over as prospective brides and wives, before "chasing off to the nearest preacher or marriage bureau with some foreign girl."

This year the groups dedicated to giving American women due credit must deal with a recent, withering attack on their sex. It was leveled at them by Oriana Fallaci, hailed by her American publishers as "the sexpot of Italian journalism." She also has been described as "Italy's prettiest, wittiest, and most impudent journalist."

IN HER CAUSTIC — sometimes blistering — report on the status of women around the world, she summed them up as "The Useless Sex!" She reserved her potent brand of withering scorn for the millions of girls in Moslem lands ("walking ghosts in veils") and for American women who, she wrote, "try to keep their men meekly subdued on a leash!"

One group of women did, however, captivate her fancy. Venturing beyond Kuala Lumpur, in Malaya, she invaded "a jungle paradise of liberated and independent women." In short, bands of females who practice matriarchy — or the custom whereby they choose their husbands, own all the property, permit their mates to visit them occasionally for love-making, and reserve the right to "discard" them at will.

That, to her, was "a happy world." Millions of free-thinking men will, of course, ridicule such a notion. We have only to remember that matriarchy flourished centuries ago.

Even Herodotus wrote about the "free-loving, Lycean and Amazonian" (Continued on Page 30)

ON YOUR TOES, footloose bachelors of America and GIs returning from overseas! Several young women's groups are out to decimate your ranks—in brief, make you rue the "folly" of your unwed status and your possible preference of a foreign to an American girl.

One pioneering group in New Orleans started the ball rolling five years ago this month. These young women decided that something should be done to offset the adverse, world-wide publicity American females had just received. Specifically, a survey conducted by U.S. information agencies in foreign lands portrayed American women in an unflattering light.

They were described by the men



# Days of the 30 Years War

By Vera Williams

Southland Magazine Book Editor

## "PEOPLE of the Book,"

David Stacton's latest historical novel (Putnam, \$5.95) is a tale of the 30 Years War, that confusing time (1618-1648) when Europe was caught up in a tide of conflicting allegiances and issues — dynastic, religious, territorial — and ever-shifting alliances.

At the center of the novel stands the lonely but powerful figure of Axel Oxenstierna, trusted chancellor of King Gustavus Adolphus of Sweden. When Gustavus is killed at the battle of Lutzen, it is Oxenstierna who must rule Sweden (the new queen, Christina, is still a girl), direct the course of the war, rally the forces of Protestantism, and cope with an



uneasy alliance between France and Sweden.

Parallel to and intertwined with the story of Oxenstierna runs the story of 15-year-old Lars Larsen and his sister, Hannale, orphan children who set off alone across war-torn Germany to find an uncle, their only living relative. Instead, they meet death and laughter, magic and terror, friendliness and war.

**JACK MENDELSON'S "THE FOREST CALLS BACK"** (Little, Brown, \$5) is the story of Dr. Theodore Binder, German-born medical missionary in Peru. Jack Mendelsohn, minister of the Arlington Street Unitarian Universalist Church in Boston, flew to Lima and brought back the story of the selfless man who deep

in the Interior of Peru has transformed a portion of tangled rain forest and swamp into a hospital, the beginning of a modern mycological laboratory and a learning center for the Shipibos, Capas and Mestizos of the Peruvian hinterland.

**"AMERICA'S FOREIGN COINS, An Illustrated Standard Catalogue with Valuations of Foreign Coins With Legal Tender Status in the United States 1793-1857"** by Oscar G. Schilke and Raphael E. Solomon (Coin and Currency Institute, 393 Seventh Ave., New York, \$7.50) is believed to be the first book that illustrates and values all foreign coins that once circulated as legal tender in this country. It also describes the significant part such coins played in the numismatic and monetary history of the nation.

**ABRAHAM LINCOLN'S** funeral journey from Washington to Springfield is related by Victor Seidler in **"THE FAREWELL TO LINCOLN"** (Abingdon, \$5.95). Beginning with the fall of

Richmond on April 3, 1865, the author sets forth the historical moments leading to Appomattox, where the Confederacy surrendered; to Ford's Theater in Washington, where Lincoln was assassinated; to the funeral services in the nation's capital, and the 12-day journey to Springfield, where Lincoln was buried.

**THEATER BUFFS** will appreciate **"AMERICAN PLAYS AND PLAYWRIGHTS OF THE CONTEMPORARY THEATRE"** by Allan Lewis (Crown, \$4.95). Dr. Lewis analyzes scores of plays and playwrights, from O'Neill revivals, the more recent works of Miller, Williams, Helman, Saroyan and Behrman, and the successes of Albee, MacLeish, Chayefsky, Schlegel, Carino, Kopit, Vidal and Axelrod, and the new voices heard off-Broadway. Also discussed are the topical revue, the musical theater, new themes and forms, and the trend toward decentralization resulting in resident organizations and repertory companies throughout the country.

**"TWO JIMA"** by Richard Newcomb (Holt, Rinehart and Winston, \$5.95) is the full story of the landing and the epic five-week campaign that followed told from both the Japanese and American points of view. Newcomb, former wartime correspondent and now a veteran news editor of Associated Press, interviewed hundreds of two veterans, from generals to privates, researched Navy and Marine records and the diaries and letters of the fighting men themselves.

In burning words and vivid phrases, Newcomb credits valor to friend and foe. He sums up the Marines' toughest Pacific campaign of 20 years ago in these words: "The Japanese fought like lions and we beat them."

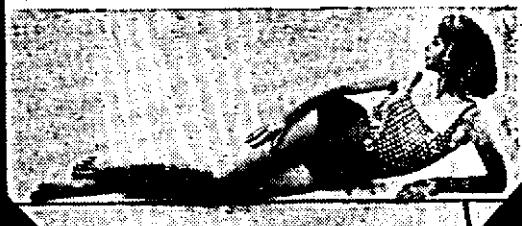
**"THE DAYS OF DYLAN THOMAS, A Pictorial Biography"** by Bill Read, photographs by Rolfe McKenna (McGraw-Hill, \$5.95): An attractive biography of the young Welsh poet makes use of writings of his own and of those who knew him to tell his story from the beginning, through the short years of success and acclaim to the quick descent and tragic death at 39. It makes lively reading, and with the excellent photographs, conveys the essence of the young genius who compressed into his poetry so much of the loneliness and yearning that many feel and few are able to express.

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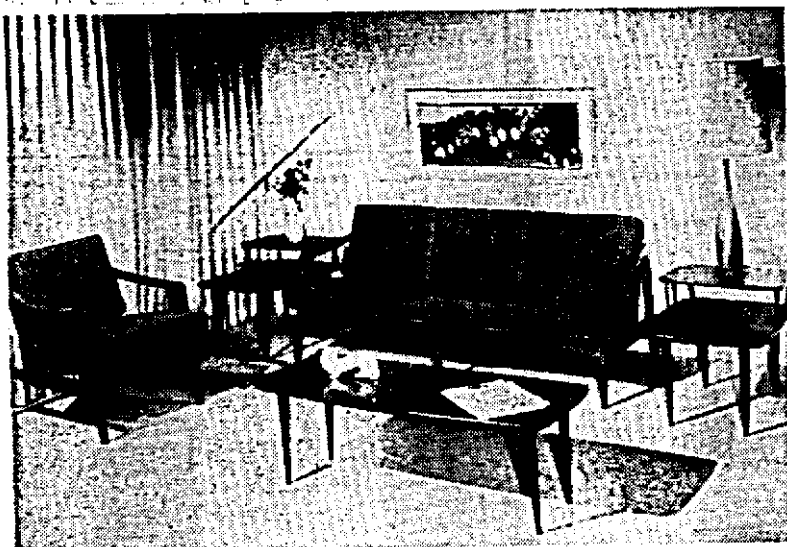
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## CROSSWORD PUZZLE

Southland Magazine offers a fresh new Crossword Puzzle each Sunday, a brain-teaser for those who enjoy this pastime. It's "automatic," too, because you can check your answers on another page . . . but no fair peeking.

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Hundreds of 'lost' mines  
await weekend treasure seekers  
in Southland's mountains

# Gold Around the Corner

By J. GORDON



**S**EVERAL weeks ago in the back country of Mexico an enduring legend became a living fact. The story, a century old, told how, after being replaced by the Franciscans, the Jesuit padres gathered their wealth of gold and silver from the long string of Spanish missions and buried it near a chapel in Mexico. Shortly afterwards, the Jesuits were ordered to return to Spain. Fearful of pirates operating off the coast they concealed the location of the gold and departed empty-handed. For an unexplainable reason the site of the hoard was not documented and in a short time, became lost. The story of the treasure leaked out in the mid-1800s.

Over the years hundreds of gold seekers have followed the phantom trail of the mission gold, returning empty-handed but no less sure the legend was true. On the other hand, the legend was largely discredited by historians and other experts on mission life. Much to the amazement of these skeptics, the "Lost Mission Gold" was recently discovered and inspired a renewed interest in the saga of lost riches of the southwest. Many stories of lost gold circulate the Southland; they are both fascinating and impressive.

**WITHIN A DAY'S** drive from Long Beach, in the remoteness of the great California desert, lies enough raw gold in lost mines and placer fields to make the Midas Touch seem puny. Hundreds of thousands of dollars have been extracted from the fields and mines of Southern California.

As near as the Borrego Springs area, 125 miles southeast of Long Beach, there lies a lost gold field littered with black crusted nuggets. The nuggets are known as "Pegleg's Gold" and were discovered by a trapper named Pegleg Smith in 1829. Smith was en route to Los Angeles from Yuma when he stumbled upon the lode. Pegleg, so-called because of the wooden leg he had acquired as a result of an almost fatal Indian battle, had wandered off the trail during a severe windstorm. After several hours of fighting the wind, he decided to make camp and did so on a slope on the lee side of a rock formation.

The next morning Pegleg scanned the area from his vantage point. He was in the midst of three small buttes. Guided by the sun and his instinct for direction, he struck north toward San Felipe Pass. As he started down the slope, he noticed the smooth, black stones that covered the area. He stooped to examine them and because their heavy weight indicated metallic ore, possibly copper, he filled his pocket with the rocks and continued under the hot desert sun. He went about his business as normal when he reached Los Angeles and it was not until several weeks later that the black stones were assayed. The assayer was more excited than Pegleg when he announced the black substance was merely a thin crust and underneath were solid gold nuggets.

**PEGLEG RETURNED** to the area immediately but was unable to locate the three buttes. He made several more unsuccessful attempts to relocate the gold and finally died in 1866 at San Francisco. After his death, the story of Pegleg's lost gold became a legend and has been the object of hundreds of search parties, many fatal and all unsuccessful.

The lost Pegleg gold is but one of many lost mines or placer fields in short distance from Long Beach.

In the southern half of San Bernardino County, somewhere in the Bullion Mountains, is the Lost Lee Mine. It is believed the mine is located east of Victorville in what is now known as Lucerne Valley. It was registered in



Lee's name in April 1879 at San Bernardino. One day, Lee took a hired hand with him to Old Woman's Wells. They turned east at the wells and traveled almost three hours at which time Lee stopped, disappeared beyond a rocky area and returned after a day heavily loaded with valuable gold ore. The following year, Lee disappeared and it was believed he was murdered. Others attempted to locate the mine but failed.

**IN 1900**, a family traveling from San Bernardino along the old desert trail to Ehrenberg, set up camp for the night. Shortly after supper one of the children exclaimed excitedly that he had found an old well covered by a heavy wooden door with a ring in it. The parents paid little attention to the child's ramblings and continued their trek in the morning without seeing the well.

Months later, the father was told of a lost mine near Mule Springs Canyon, through which he had come. It was discovered many years before by an old Frenchman who kept its location secret. The fabulously wealthy shaft was covered with rough-hewn timber to which a metal ring was attached for easy entry. The Frenchman later died and the secret of the mine was buried with him. He did, however, tell of covering the shaft and attaching a "bull ring" to one of the timbers. The mine quickly became known as the "Lost Bull Ring Mine."

Behind such a portal as the long-abandoned mine entrance on a remote Southland mountain (top) may lie a lost fortune. Some lucky weekend prospector may be the one to discover it. Lower photo: Somewhere near this valley in San Bernardino County is the Lost Lee Mine.

Upon hearing this tale, the father of the family from San Bernardino took his son and retraced their steps, searching desperately for the mine. Like those before him, his search was in vain and the mine, baking in the glare of the Mojave sun, lies in wait for a weekend adventurer to discover the rusting ring and open the timber door to a fortune.

A few miles west of U.S. Hwy. 95 in eastern San Bernardino County is the Lost Arch diggings. The placer is somewhere in the northern foothills of the Turtle Mountains, about 25 miles southwest of Needles. It was discovered one early spring by a group of Mexican miners on their way to work placer digging at La Paz. The Mexican party entered a long gorge by passing under a natural rock bridge or arch.

(Continued on Page 19)



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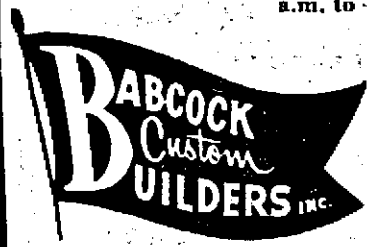
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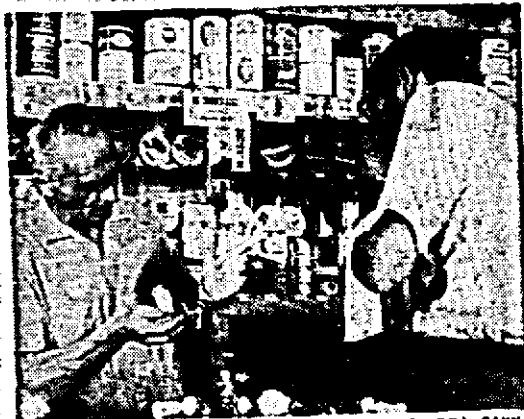
## Snug Harbor

(Continued from Page 14)  
stands out on the sidewalk  
by the door. And the dis-  
play window is arranged  
with everything from  
small, folding pipes you  
can slip into a watch pock-  
et to Arabian water pipes  
that water-filter the  
smoke. Pipes with carved  
ivory bowls, pipes with  
deep bends in their stems,  
and pipes with figure-  
heads on the bowls all at-  
tract curious glances.

STRESSING the person-  
al element again, Otis tries  
to suit the pipe to the buy-  
er's personality. For ex-  
ample, in the case of a  
man whose work was  
climbing telephone poles,  
Otis recommended a pipe  
with a deep dip in the  
stem and an elongated  
bowl.

Otis' tobacco products  
come from Shanghai, the  
Philippines, Hong Kong,  
Germany, Denmark, Egypt,  
Mexico . . . time would be  
saved by listing countries  
which aren't represented  
by something in Otis' store.

If Otis' tobacco comes  
from everywhere, so do his



—PHOTOS BY BILL GARR

Real discusses merits of a fancy imported  
pipe at counter of his well-stocked shop.

customers—or friends.  
Sailors returning to homes  
in distant lands tell friends  
about Otis and his shop.  
When these friends dock  
in San Pedro, they walk  
up Sixth Street and visit  
Otis.

In addition, Otis does a  
brisk mail-order business  
to foreign post offices ev-  
erywhere. His special  
blends are in worldwide  
demand.

THE CREW of both  
ships engaged in the il-  
fated American expedition  
to the Galapagos Islands,  
in 1960, all came into Otis'  
store to stow up before at-  
tempting to colonize those

lava-encrusted islands off  
South America.

Otis has more than to-  
bacco and related prod-  
ucts to draw such interest.  
It's his personality and at-  
titude. His rude friendli-  
ness is balanced with a  
shrewd generosity. Very  
few merchants could stay  
in the black by insulting  
patrons, but Otis' insults  
are backed up by a smile.  
They give the patron the  
feeling they are dealing  
with a wise-cracking  
friend.

The proprietor's busi-  
ness philosophy is summed  
up in his statement, "You  
can't cheat an honest  
man."

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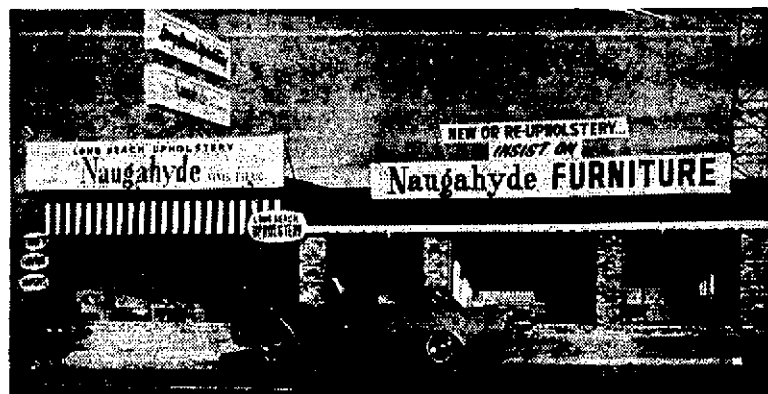
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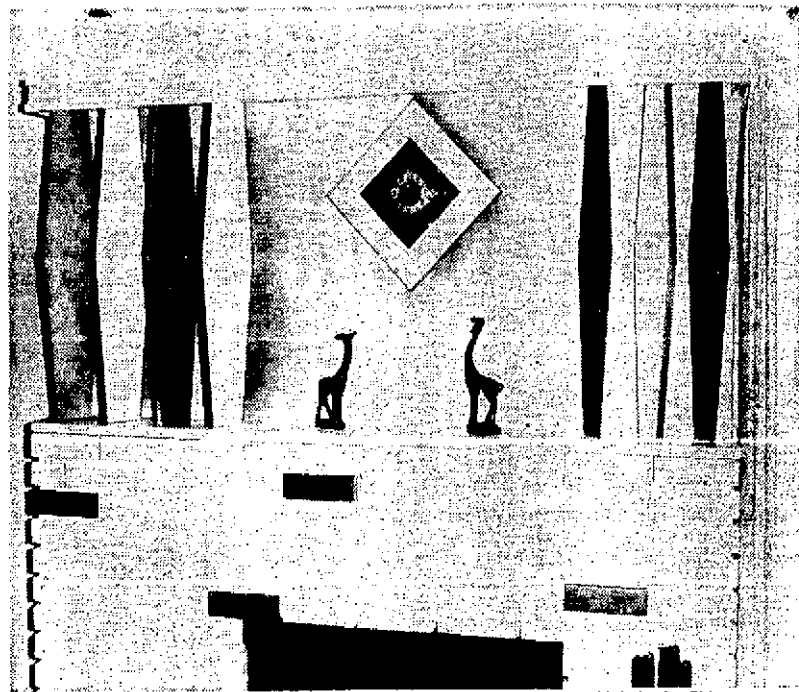


Photo by Joe Risinger

Decorative results are gained above a new fireplace by use of white and gold, movable louvers (shown closeup here) that permit variable effects.

## Novelty at Fireside

NOVELTY marks the re-modeled and enlarged living room in the home of Mr. and Mrs. Melvin Bohm, 6449 St. Louis Ave. The project included building a fireplace over which the Bohms installed movable vertical louvers in white and gold, providing for all gold, all white or a combination

of white and gold decorative scheme.

The fireplace itself they painted white with seven gold bricks to heighten the effect.

"We find that the mobility of the louvers makes for change and novelty," explains Mrs. Bohm. "We used white pine for the louvers, painting one side white with white overlapping one edge;

the other side gold, with gold overlapping an edge."

The louvers are fastened with metal pegs into a cornice-type box above and below into a board above the mantel.

Mrs. Bohm believes that the louvers would be effective in any color combination, or they could be used to cover the fireplace when it is not in use.



Interesting result of new fireplace is shown in this living room view. Blacks were painted white, with seven of bricks gold, adding to effect.



# Housing for the Birds

By Bill Meyerriecks

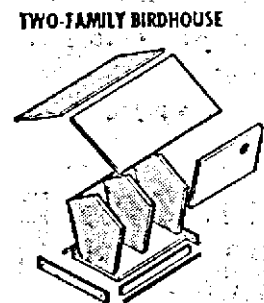
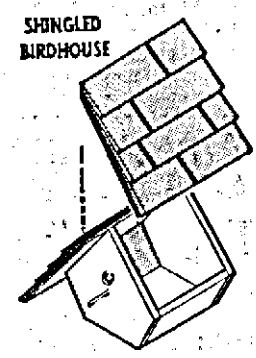
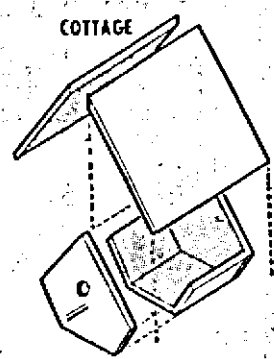
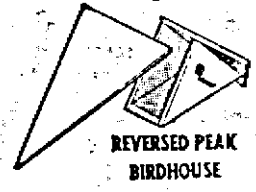
**SKETCHBOOK** this week presents a woodworker's design to make four different birdhouses. Each is decorative, simple to make and practical. There's the cottage, a two-family, reversed peak birdhouse and the last, a fancier shingled house.

Following the plan directions, sizes and details, all four can be made from scrap lumber and plywood of 1/2 inch and 3/4 inch thicknesses. Each one of the birdhouses is shown in the plan separately so that you can choose your favorite and make it at your own pace. If scrap wood is readily available, make two or three, they are that simple to cut shapes and construct.

Sketchbook Plan S-204 for the bird houses may be obtained by sending 50 cents with name and address to Building Editor, Southland Magazine, 604 Pine Ave., Long Beach, Calif. 90812.



Two of four bird houses made from Sketchbook plans are shown above. Sketches of all four houses are presented below and at the right.



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## Bedroom Ensemble Aids Sleep

**WHAT** Roberta Shore —true of acting (she's in NBC's "Virginian") as well as the business world—and she enjoys the bedroom en-

semble pictured with this article.

The ensemble is in three parts: headboard, bedside tables and matching lamps, all made in simple lines that will fit with other styles of furniture.

To obtain the patterns, specify No. 357, Headboard, \$1; No. 360, Night stands, 50 cents; No. 359, Bedside lamps, 50 cents; and send name and address with correct amount in currency, money order or check to Steve Ellingson, Southland Magazine Pattern Dept., Box 2383, Van Nuys, Calif. 91409.



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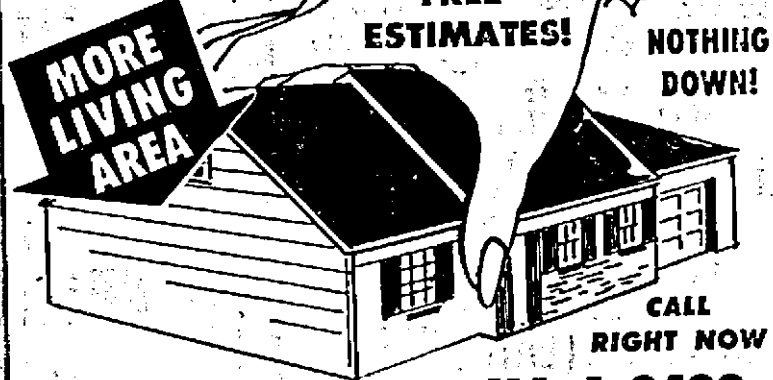
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Photo by the Author

Nobody looks down the nose at Clyde, because Clyde has become the boss of the household!

# A Monster in the House

By Ted Krec

**I** MAY recover, friends, but I never will be the same!

And the cause of this malaise is not a germ or a plague—nothing as dramatic as that. The cause is a beagle puppy, about 14 inches long, who answers to the name of Clyde.

As of this writing, Clyde is only four months old—but he is so much smarter than I that it is a "true caution," as we used to say in Raritan, N.J.

has been here, his brilliance has not diminished.

I came home one Saturday afternoon in November and Ellen was standing in the living room, holding a diminutive pooch in both hands, and I should have been warned right then.

"Merry Christmas!" she said. And then Clyde took over. Seems she had bought him from Sam and Darlene Hood, who grow some of the best beagles in this area, and, I suspect, also brainwash these dogs.

Let me give you a little background. My wife and I are a childless couple and both of us work. I always have had a soft spot in my heart for animals of all description—but my wife, Ellen, being a true Hungarian, is anti-dog (chiefly, I suspect, because they do not have Social Security numbers and contribute little to the nation's vast economy!)

HOWEVER, in one soft moment (one, I say) she saw my great love for dogs and vowed that I would have a dog of my own so that I would stop petting dogs on streets and the ones that hang around bars and city rooms of newspapers.

Clyde burst upon our tranquil scene like a star shell, and in the three months he

Never have I seen such a look of utter disdain and haughty grandeur in a dog.

HE IMMEDIATELY became the master of the house. The little monster gets better medical care than I do, having a date with the vet every two weeks. For breakfast, he gets cereal, the YOLK (only) of an egg, cod liver oil, vitamins and evaporated milk—not regular milk like I drink!

For dinner he gets a third of a can of dog food, specially prescribed by his doctor, and a handful of cereal.

And, brother, you'd better have those meals up on time or he will tell all the neighbors about it. And, friends, you know how

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## PET PARADE

# Pets on Show

By Eleanor Price

LONG BEACH Recreation Department presents a happy and interesting "big show" next Thursday, Friday, Saturday and Sunday in Municipal Auditorium with a wide variety of hobby items on display. Lois De Lano directs the event in which nothing is for sale, no profit is sought and the public is admitted free.

Pets will be represented in an attractive booth exhibiting the Japanese spaniels of Leland Vera Schenck of Long Beach. The Schencks, who for years have generously given helpful "sheets" on the care of small dogs at the hobby show, will this week include a small pen and ink sketch made by Lillian Tiffany, to anyone who wants it. This internationally famous artist has captured the breed's charm and beauty that make this gay little aristocrat priceless to his owner. The Schencks will also have miniature glossy pictures of the Japanese spaniel pictured with this article, Prince Happi of Nik-Keyo.

YEARS AGO, Japan was called the hermit kingdom, a self-isolated land that imposed a death sentence upon anyone who tried to visit

the country or who was unfortunate enough to have a boat founder near its shores. This was always a cause of agitation among the free-trading countries, and finally President Millard Fillmore of the United States commissioned Commodore Matthew Perry to take four steam warships to Japan to break the embargo.

The signing of the treaty was followed by the exchange of gifts, including rice, dried fish, and native spaniels (chin chins) on the part of the Japanese. It is surprising that the nobles parted with any of the little dogs, as they had worshiped them since the day an ancient emperor was born under the Japanese sign of the dog. But, fortunately for dog fanciers, at least two of the spaniels were aboard when Perry steamed out of a Japanese harbor and headed back home.

IN TRUTH, the Japanese spaniel is not really a spaniel. He is more like a Pekingese and one or two other similar short-faced Oriental dogs, and possibly can be traced to China. However, he has been a Japanese dog for so long he is pictured on ancient pottery, in carvings



Prince Happi of Nik-Keyo, Japanese spaniel, will be center of attention in a hobby show booth.

of old temples, and on embroidery.

Although a happy, loving companion, the Japanese spaniel is not a dog to shove around. He is sensitive, proud, clean, intelligent, and with the right owner is easy to train.

COMPANION Dog Training Club has a practice match today at North Holly-

wood Park. Next Saturday and Sunday, Siamese cat show at Arcadia National Guard Armory.

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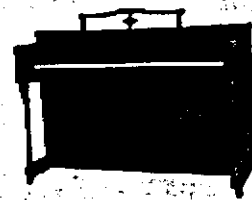
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Southland Magazine is your entry to a different home each week, offering an opportunity to see how others developed decorative themes, incorporated comforts, solved family housing problems.



# House That Rules a Hill



Furniture is arranged in the living room of the home of Mr. and Mrs. William Stovall to provide maximum space with minimum clutter. The kitchen opens fully, at left, to living area. Below, the approach and entrance way.

By Stella George

LEGION STREET in Signal Hill sweeps up to the top of the hill and comes to a dead end where there lies a scatter of vacant property interrupted only by a single residence, the home of Mr. and Mrs. William Stovall, 2275 Legion St. The house is as attractive as a color photo from a magazine cover and commands the hill as well as its approach.

Stovall, who is chief of police of Signal Hill, displayed abilities in other fields than that of police administration as he joined with Mrs. Stovall in designing the home. He constructed a large part of the dwelling with his own hands—paneling, cabinets, wiring, tiling and similar work. (Continued on Next Page)



Stovall made the iron gate that leads from the entry to the dwelling's living quarters.

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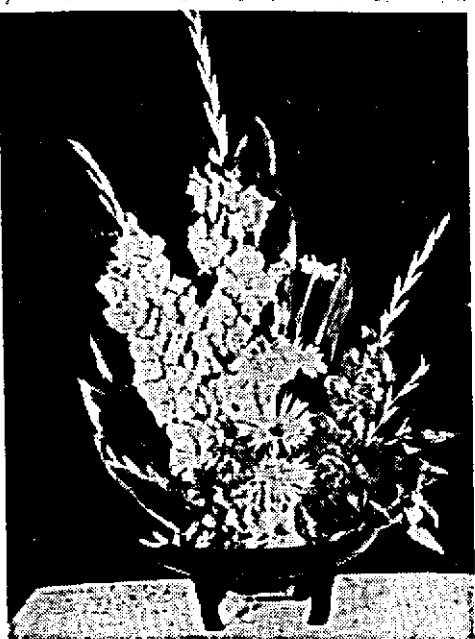
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All-America gladiolus winners for '65: (bottom) Green 'n' Gold; (l) Playmate; (center) Pompeii, and (r) Little Slam.

## All America Glads

**T**WO LARGE and two small gladiolus family members lead the parade as All-America awards are announced for 1965 in this bulb category. Winners are Playmate and Pompeii, large-flowered glads, and Green 'n' Gold and Little Slam are miniatures. All four are available for planting for spring.

Playmate is a rich rose pink that produces majestic spikes with precision-like regularity. Eight to 10 long-lasting flowers open at once on flower-heads of 22-24 buds. Pompeii is multi-colored—pink, rose red, a hint of lavender and an overlay of silver—known in glad circles as a "smoky." Up to eight well-formed, ruffled flowers open at once on well-proportioned and very rugged plants.

Green 'n' Gold is a bright charmer that ushers in the glad season. Each tiny floret is green and gold, with green intense on newly opened flowers; 6 to 8 on 16 to 18 bud spikes on 36-inch plant. It is vigorous. Little Slam is a very bright red that blooms early and has 8 to 9 slightly ruffled flowers at a time on long, slender flower heads. It is healthy, vigorous, easy to grow and has won show honors as a seedling.

## GARDEN CLUBS

Mrs. J. Arthur Carswell, rosarian of Sepulveda, Calif., will give an illustrated talk on "What Makes a Rose a Show Winner" before members and guests of the Orange County Rose Society at 7:30 p.m. Tuesday at Iva Meairs School Cafetorium, Trask and Newland Sts., Garden Grove.

Mrs. Carswell, who has contributed to the American Rose Society Magazine, and is an official ARS judge at rose shows throughout the country, will show her own colored slides as she speaks.

Those attending are invited to bring their own creations in flower arrangements which will be informally judged and first and second place winners announced for prizes. There will be refreshments. The meeting is open to the public.

Contributors to the society's monthly rose shows during 1964 who received awards were Thomas Basick, Orange; Mr. and Mrs. Clarence Meyen, Riverside; Mrs. Florence E. Roy and Mrs. M. B. Woodson, Garden Grove.

Lakewood Garden Club plans a Spring Salad Luncheon at noon Thursday in the Youth Center of Del Valle Park, Woodruff Avenue at Arbor Road. Jean of the Dutch Village Florists will speak and demonstrate floral arrangements, the pieces then to be placed on a plant table. Luncheon reservations may be made with Mrs. J. Bassett, HA 56809, or Mrs. Frank Connors, HA 52406, or tickets may be obtained at the door. The club has scheduled a flower show for June 6.

South Coast Orchid Society will hear a talk on orchid hybridizing by Ernest Hetherington at a meeting

at 8 p.m. Monday in Silverado Park clubhouse, 31st Street and Santa Fe Avenue. The public is invited.

A roundtable discussion on fuchsias and other shade plants will take place at a meeting of the North Long Beach branch of the California National Fuchsia Society at 7:30 p.m. Wednesday at 6301 Myrtle Ave., Long Beach. Alice Wardlow will show color shades from the Orient. There is ample parking and the meeting is open to the public.

## Dorothy Digs

This is the month when those of you who have dichondra lawns want to get them in shape for summer.

If you have any grass in your dichondra it can now be killed with a grass control made especially for dichondra lawns. It is slow acting but does a beautiful job. This material with the old standby for killing exalis just about takes all the work out of keeping that dichondra green and growing.

Now if someone will only make a control for the broad leaf weeds that will not hurt dichondra. A few years ago no one thought you could kill grass and not hurt dichondra so maybe the broad-leaf killer is not too far away.

You should also start a spring and summer program of fertilizing lawns now. A high nitrogen liquid fertilizer with chelated minerals and a soil penetrant is good with follow-up applications of liquid all-fish fertilizer.

If there are a lot of weeds in your turf lawn a 2-4-D, 2-4-5-T weed killer will take care of them. You can then use the same fertilizer program mentioned above.

## Control Erosion

On slopes where plantings are made for erosion control, better results often can be obtained by specifying that various vines and other plants be grown in containers, according to the American Association of Nurserymen.

Container grown plant materials give the least disturbance of root systems during transplanting, with a much higher survival rate. Massachusetts lately has begun specifying container grown plants used for erosion control on slopes, it is reported.

Container-grown plants make an easier transition from nurseries to roadsides especially during the critical early days when the plants first are set out, resulting in an overall saving both in plant survival and maintenance.

## Landscape Aid

The California Highway Commission has more than doubled its highway landscaping budget for 1965-66, adding 22 new landscaping projects along various freeway routes, according to reports to the American Association of Nurserymen.

The largest landscaping project is \$1,160,000 for the San Diego Freeway in Los Angeles County; \$785,000 for the Golden State Freeway; \$400,000 landscaping, trees and functional planting on U.S. Freeway 99 in Merced County and somewhat lesser sums in Kern, Orange, Santa Barbara, Santa Clara and other counties. Nearly 2 1/2

millions is budgeted for landscaping in Los Angeles County alone.

## Island Boom

The outbreak of the American Civil War brought a sudden boom to the Bahamas. Between 1861 and 1865 Nassau became one of the chief bases of supplies for ships running the Union blockade imposed against the Confederate states.

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**2 FOR 49¢**

Red, White, Pink, Yellow, Salmon



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2 Horsepower  
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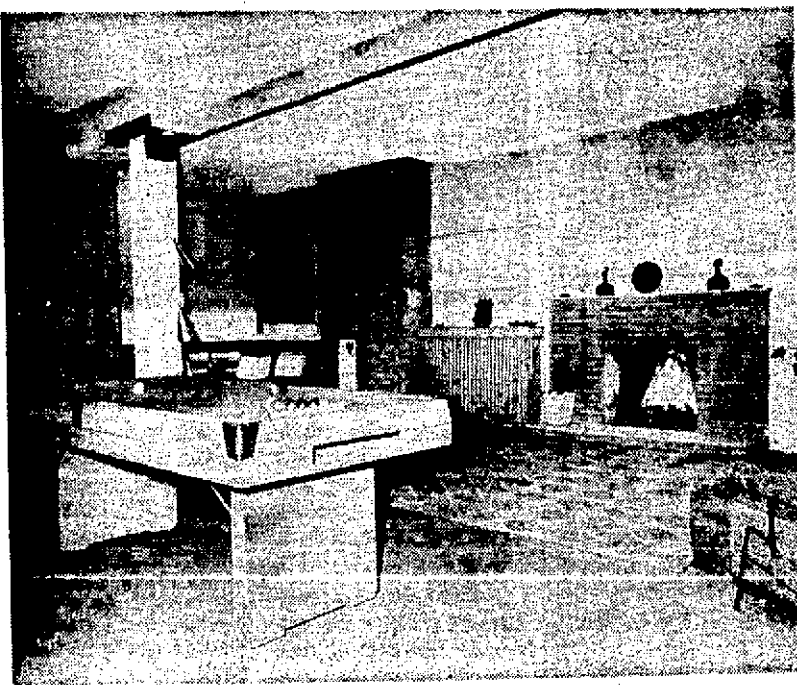
BRASS POP-UP HEADS

**67¢ ea**

P.V.C. PIPE

Longest Performance and long life  
**5¢ ft.**





On a lower floor, this recreation room is large enough to accommodate a pool table and fully equipped kitchen. A fireplace adds a cheery note.

(Continued from Page 12)  
—and Mrs. Stovall did the interior decorating. The result is a one-of-a-kind manner of home.

The Stovalls have a panoramic view of the city and the sea—all the way from Catalina to Santa Monica.

Access to the living quarters is from the Legion Street entrance where the entrance hall has a window which views the street. A planter is built directly in front of the window. The living room is straight ahead and a wrought iron gate at the left leads to the kitchen. The bedroom wing is to the right.

MRS. STOVALL believes that, since a woman spends so much time there, the kitchen should be an integral part of the living area. Consequently, the kitchen is wide open to the dining area and the spacious living room, with the carpeting in

the latter the only "separation." Walls of glass in the living room (which lead to a full length patio) provide their own picturesque beauty by reason of the living picture of the countryside beyond.

Furnishings are attractive and comfortable. Two easy chairs form a conversation grouping at one end of the room, with a sofa and occasional chairs at the other. The fireplace is at the far end. Many accessories have a fascinating background. Handsome lamps at either end of the room were given to the Stovalls by the late King of the Gypsies. At Christmas time his son presented the Stovalls with an Italian marble end table. Mrs. Stovall has blended furniture of different periods with exquisite taste.

THE KITCHEN has polished cabinets and ample work areas. On one side of the sink a dumbwaiter has

access to the recreation room below.

The entry hall of the home would be a professional decorator's delight. The combination of the slate floor, built-in planter which includes a small tree lighted by hanging lamps above, and wrought iron gate spell elegance.

The large master bedroom has every convenience including its own linen closet with pull-out folding board. Glass doors lead to the balcony.

A cement path circles a rose garden in the back yard. A waterfall at the far end of the yard plays its own special music, and, of course, the waterfall was built by Stovall himself. Tropical style plants line the high wall.

Unique "extras" are many, not the least of which is a private stairway leading to a tiny yard which is the sole property of the family dog when he wishes to take a sunbath.



Rose garden (pruned now for off season) and waterfall enhance rear yard.  
Sunday, March 21, 1965

## WAREHOUSE SALE!

100 Cultured Marble Pullman Tops at Cost

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**TOPS FROM 10.00 UP**

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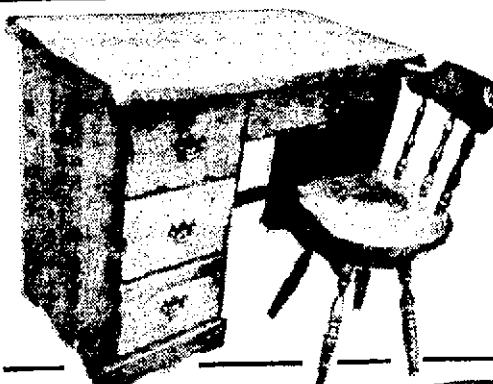
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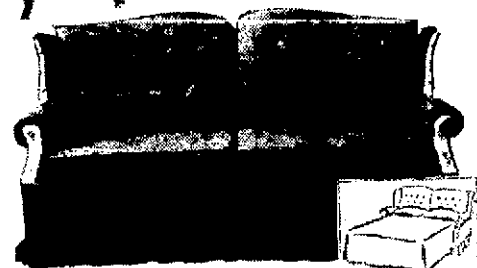
Large distressed maple style desk  
in Salem finish—8/4 thick tops  
with bar lacquer hand finish  
authentic early American hardware  
—PLUS—a swivel desk chair to  
match

### EARLY AMERICAN WING BACK SLEEPER

COLONIAL  
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**159<sup>95</sup>**

With birch trim wings and arms. This  
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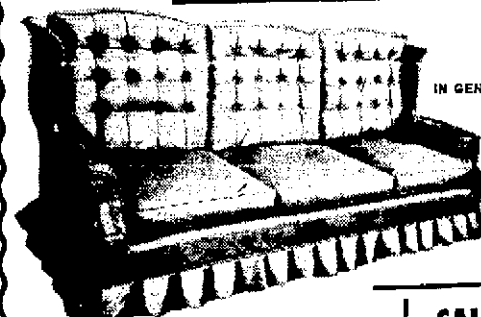
IN GENUINE EXTRA HEAVY BACKED NAUGAHYDE.

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3 zippered, reversible cushions, soft  
edge, hardwood, double doweled  
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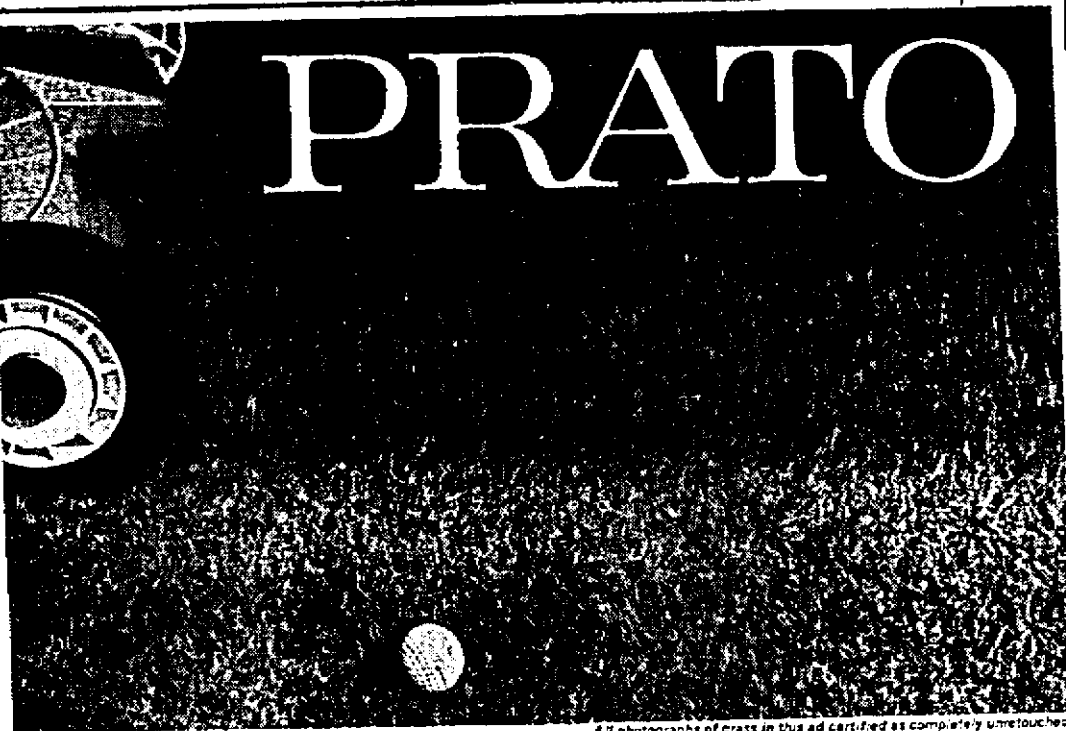
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Open Monday and Friday 'til 9 — Tuesday, Wednesday and Thursday  
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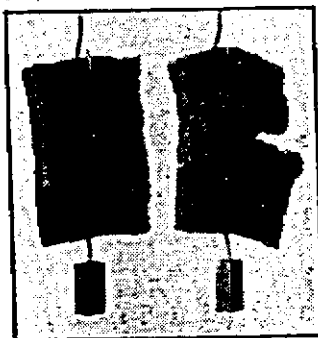


All photographs of grass in this ad certified as completely untouched.

**Even mowed short, PRATO Kentucky Bluegrass gets thicker, greener every year!**

It's true—the experience of thousands of users proves it! Not only does Northrup King's phenomenal PRATO Kentucky Bluegrass give you a denser, more cushiony turf—but it continues to grow thicker and more carpet-y year after year. Even with short mowing!

**PRATO COMES OUT TOPS IN EVERY TEST!**



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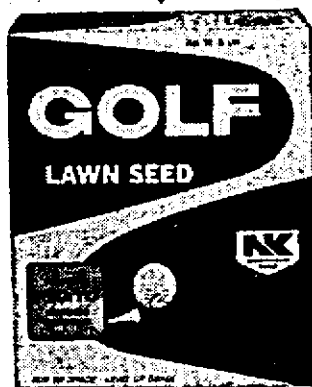
See how a strip of Prato turf withstands the tearing of a heavily weighted hook while common bluegrass (right) comes apart easily.



### GOLF BALL TEST!

Ball supported by thick Prato turf (bottom) rolls much farther than ball on common bluegrass. Proof of Prato's deep cushiony quality!

**NEW LAWN OR RESEED, GOLF WITH PRATO GIVES YOU A LAWN SO THICK IT CROWDS OUT WEEDS!**



**LOOK FOR GOLF WITH PRATO AT YOUR LAWN PRODUCTS DEALER'S**

*and now there's more PRATO Kentucky Bluegrass than ever in the GOLF® blend*

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LAKESIDE NURSERY  
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## Floral Artists Hail Spring

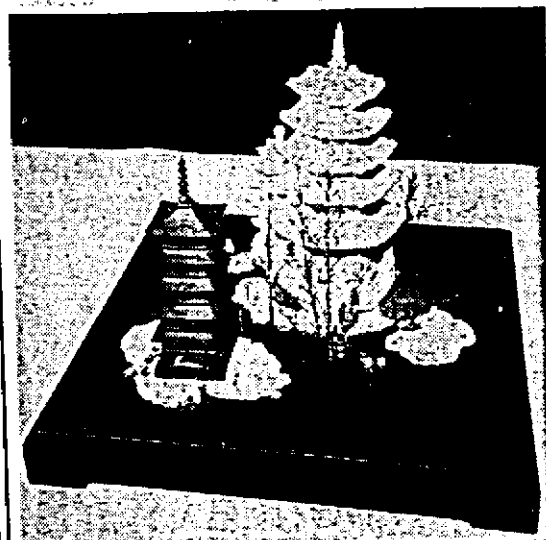


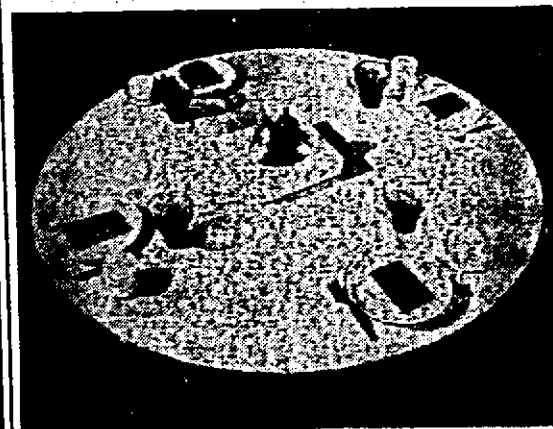
Photo by VALLEY STUDIOS

White porcelain and bronze pagodas stand amid white sliced rock, snake grass, dried nandina and gravel on a smoke amber glass over white in a block stand arrangement by Mrs. John Hill of Los Alamitos.

"The Creative Way" is the name chosen by the Flower Arrangers' Guild of Southern California for its fifth Spring Show Thursday and Friday at the San Marino Woman's Club, 1800 Huntington Drive, San Marino. Hours will be 1 to 9 p.m. March 25 and 10 a.m. to 5 p.m. March 26.

Exhibitors will be encouraged to arrange flowers, foliage and other materials in a creative way, giving full rein to imagination, but keeping in mind basic art principles. Antique and Oriental as well as modern containers will be used.

Twenty-five persons, all Southern California residents, make up the membership of the Flower Arrangers' Guild, organized for research and study of flower arranging. Some of them are from the Long Beach-Orange County area.



Red and white onions are stacked with plum blossoms in a white oriental box to form the centerpiece of this table spread with a beige cloth, white porcelain, black and gold flatware. Arrangement by Mrs. Joseph Green, Los Alamitos.



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PRICED AS LOW AS **\$1495** ON YOUR SLAB

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Our experts will gladly assist you with your ideas and draw plans to suit you!

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# KNOWN OVER THE SEVEN SEAS

## Snug Harbor for Smokers

By LESLIE JONES

THERE is a tobacco store in San Pedro which doesn't have any customers. Those who come into the Tobacco Bar, on Sixth Street near Pacific Avenue, are friends.

A first-timer seeking smoking products may not realize this fact if Otis Real is having his lunch from a can of soup in the little cubby hole in the rear. But as soon as the proprietor steps out into the shop to greet his patron, the newcomer realizes that the usual customer-merchant relationship has gone up in smoke.

"You come in to tack your buck up on the wall with the others?" he might be apt to say, pointing to the long line of currency from countries all over the world lining the wall behind the counter."

WHETHER the new customer carries marks or yen, rubles or pesos, and whether he can understand a word of Otis' English, or one of the other languages he speaks, he can tell at a glance that this is no ordinary shopkeeper. And if he is from some far-flung land, the familiar currency left by former customers, as part of the decoration, tells him this is a friendly port no matter in what language he does his smoking.

Otis wasn't born with a silver pipe in his mouth exactly (although the family tree had some tobacco leaves on it). Almost a decade ago, he got tired of house painting and decided to spend the rest of his life carrying on a family tradition that started generations ago in his native land, Germany. Otis learned the art of blending pipe tobacco from his grandfather from a tradition at least 100 years old.

TO REFRESH his memory and add to the family knowledge of tobacco, he sought the help of an 85-year-old American tobacco blender, who had spent his life's work learning the art. The friend graciously allowed Otis to study his hundreds of pages of notes.

Now Otis carries 13 blends of his own, along with blends from other sources, and standard blends from countries all over the world. In addition, Otis makes up special blends for those friends who ask him to.

Otis' Tobacco Bar is a museum of odds and ends of pipes from all over the world, in all sizes, and in shapes ranging from conservative to weird. In fact, friends see a pipe even before they come into the store. A pipe big enough for Paul Bunyan to smoke

(Continued on Page 24)

**DU PONT**

# TRUCK-LOAD PAINT SALE

## TILE WORLD



**NEW DU PONT LUCITE WALL PAINT**

Just like on TV. Doesn't drip, run or spatter like messy ordinary paints. Extra easy to apply with brush or roller. Ideal for ceilings too. Dries in 30 minutes.

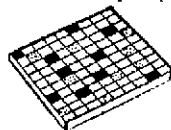


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**MOSAIC TILE**

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**33¢**

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Marble Top and Sink — One Piece. This you must see!

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**Ceramic Wall Tile 40¢**  
4 1/4 x 4 1/4 — Low as... Sq. Ft.

**Asbestos Tile 5¢**  
9x9 — One of Kentile's Finest... ea

**Gems Crushed Glass 55¢**  
Use on Lamps, Pictures... Sq. Ft.

**Un glazed Ceramic Floor Tile 39¢**  
Use on Patios, Entryways, Etc. Sq. Ft.

**Vinyl Asbestos 9¢**  
9x9... ea

**New Entryway Stone 98¢**  
This you gotta see... Sq. Ft.

### • NOTICE •

All prices in this ad are regular prices . . . Shop around . . . You'll find our regular prices are lower than sale prices in other stores.

**TILE WORLD**

**7561 Garden Grove Blvd.**

One Block West of Beach Blvd.

**TW 3-6591**

HOURS: Monday thru Saturday, 9 to 6; Fri. 'til 8:00; Sun., 10 to 4



—Photos by BILL GANN

Smoking his own pipe, Otis Real dusts off the big pipe standing at door of his store.

Busy is the housewife with the hundred-and-one tasks of the day—break fast, kids off to school, lunches, laundry, shopping, club, P.T.A., you name it. So it's welcome assistance with menu planning that offers a weekly recipe for the family menu. Watch for Mildred K. Flanary's cooking column each Sunday in Southland.



# Bonsai Is an Artful Hobby



Photo by the Author

Example of bonsai art is the compact myrtle (above), a potted specimen nearly 20 years old.

By Joe Littlefield

**B**ONSAI is a fascinating garden hobby, a living art in which the gardener works hand-in-hand with Nature. The hobbyist grows a live tree or a shrub in a small container, shapes it, trims it and trains it to create an effect in miniature as if that plant grew naturally in its native habitat.

Khan Komai, bonsai teacher who has studied and worked with this art for years, says, "This relaxing garden hobby can be done within 15 minutes a day. One day the plant needs watering, the second day perhaps a bit of pruning, another day it may need watering, a fourth day possibly repotting, next day perhaps

bend wire form a little more around a specific branch, the following day, just look at it and on the seventh day it may need water again.

"BONSAI plants grow best in full sun, but those in small shallow containers should be in filtered shade, otherwise they need to be watered several times a day in hot summer weather. In larger containers the plants can be grown safely in full sun.

"If a person would like to learn some of the techniques of creating a bonsai, it would be wise to attend a bonsai class taught by a qualified teacher. The gardener visually would learn

the techniques of wiring, shaping, and the right way of pruning plant roots, as well as the proper culture."

Grow a bonsai and you'll never lack an interesting arrangement for the dinner table, even though your garden may lack flowers.

**BIRD OF PARADISE** of blooming size won't lack flowers next fall and winter, if you will give the plant some attention right now. First, remove mulch that was applied last spring and which hasn't all worked down into the soil. That mulch might have been manure or an organic humus material. (Save it for repotting plants.) Soak the soil thoroughly. Scatter

bone meal around the plant and lightly cultivate into the soil. Spread evenly a 2- to 3-inch layer of manure or other mulch and slowly but thoroughly soak down. Water again a day or so later, then water normally. About three weeks later dig the mulch away from the plant trunk and scatter it well away from plant. Doing this keeps the mulch from choking the plant trunk. A month and a half later, after the soil has been well soaked, apply a complete plant food and soak in well. Repeat the fertilization two more times at month and a half intervals. Be sure to soak the soil deeply whenever you do water it.

## Tips on Gardening

Garden tips for the week

... Start a hedge now. The sooner you put it in, the more growth you'll get through the year. Check your nursery for the good-looking varieties of that practical hedge plant, privet; or consider the many varieties of pittosporum available now. Oleander makes a wonderful flowering hedge for a hot spot, and members of the laurel family grow into handsome, glossy screens or dividers.

Check your nursery for early spring flowering shrubs and trees, and make your selection while the plants are in bloom. In some areas you may still find late blooming deciduous plants hardroot, but most of them will be in containers now.

As your flowering shrubs

and trees come into bloom, you can shape them to your desire and use the flowered branches as indoor decoration. Tall branches of bloom are dramatic in a low bowl in an entry or hall — and for smaller scaled arrangements try arranging your spring blossoms with daffodils and primroses.

Citrus trees can be planted now. Ask about the ones that do well in your area. Give them a warm, sheltered spot where they will not get water too often. Good drainage is a must.

You'll find choice chrysanthemum plants in the nursery this month. Try the low growing compact ones that don't require staking for the best landscaping effect. Use at least three plants of a variety to make the best show.



"Doc" Cha-Kem-Co says:

There can be  
**NO ARMISTICE or CEASE FIRE**  
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**THRIPS & BORER**  
**SPRAY**

THRIPS are among the most destructive insect pests in the garden, usually undetected because of their minute size — 1/16 inch or less.

Some of the most important species are:

**CUBAN THRIPS** curl young leaves into tight, brown rolls on Ficus Nitida (small leaf rubber trees, an extensively planted street tree.)

**FLOWER BLASTING THRIPS** brown and shrivel blooms on Roses, Carnations, Gladioli, Gardenias, Tuberos Begonias, Azaleas. Flowers have appearance of having been burned. For perfect blooms, spray before buds open.

**FRUIT CROP DESTROYING THRIPS** attack buds and blooms of Apricots, Cherries, Plums, Pears, or other trees.

**BORERS**—Until now, almost impossible to control. **JUNIPER TWIG GIRDLER** severely damages or kills Dwarf Junipers. It's a new one in California.

**RASPBERRY HORNTAIL**, a serious pest on Roses, bores into new growth, wilting the tips.

**PEACH TWIG BORER** kills fruit bearing twigs.

**FLEAS** on Lawns and Unplanted Areas.

Cha-Kem-Co THRIPS & BORER SPRAY is longer lasting because it does not wash off.

8-oz. \$1.79 Pt. \$2.69 Qt. \$4.69



Be sure you have "Doc" Cha-Kem-Co's Horticultural Guide. Supplied FREE by your nursery or write

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## SOUTHLAND MAGAZINE

Busy is the housewife with the hundred-and-one tasks of the day—breakfast, kids off to school, lunches, laundry, shopping, club, P.T.A., you name it. So it's welcome assistance with menu planning that Southland Magazine offers a weekly recipe for the family menu. Watch for Mildred K. Flanary's cooking column each Sunday in Southland.

Twenty-nine

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We'll re-roof an average 2-bedroom pitch roof house during this special for only—

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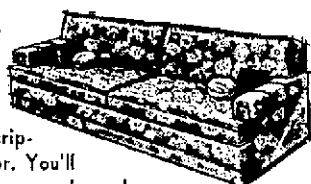
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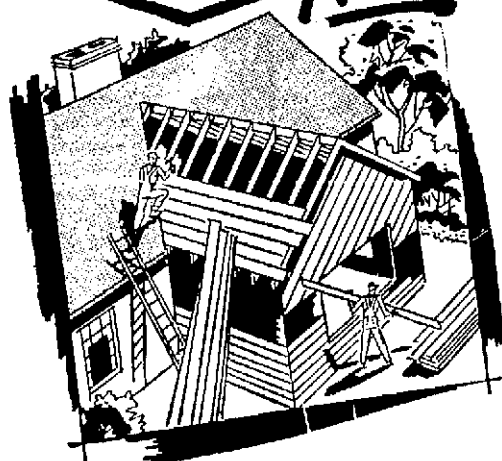
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## La Reina Rule

# What Your Name Means

Send your name to La Reina Rule in care of Southland Magazine, 604 Pine Ave., Long Beach, Calif. 90812, for origin, meaning and brief genealogy, for reply only in this column.

**DEAR MISS RULE:** May we have genealogy data on CARROLL.—V. C., GARDEN GROVE; P. C., WESTMINSTER.

V.C., P.C.; CARROLL is Irish. This family's ancestry is traced to Cearbhall, the lord or ruler of Eile, who fought in the Battle of Clontarf in A. D. 1014. This clan owned parts of Tipperary and Offaly at that time. Cearbhall was the Gaelic Irish equivalent of Charles, a name of Teutonic-German origin meaning "strong and manly." The Carroll coat-of-arms has two red, combatant lions on their hind legs, supporting a silver sword on a silver shield. Charles Carroll of Maryland, 1737-1832, was the last surviving signer of our Declaration of Independence.

**DEAR MISS RULE:** Please give genealogy on LACE.—D. L., Long Beach.

D.L.: LACE is a variation of the Irish surname De Leis. In the late 1100s a descendant of the Norman-French "De Laci" family migrated, first to England, then to Erin, where the family became prominent. De Laci deciphered as "from Laci." The archaic French term "Laci" was a town-name denoting "place of concealment." The Lace family also settled on the Isle of Man in the Irish Sea. Their coat-of-arms has a purple rampant lion between three half-eagles, also purple, on a gold shield. The Lace motto "Dum exspiro serpo" deciphered from Latin as "While I breathe, I hope."

**DEAR MISS RULE:** Would you explain VAN DIEMEN.—B.F., Long Beach.

B.F.: VAN DIEMEN, Dutch. In background, was started in Holland as "Dietman" for "man of the people." "Van" signified "descendant of." The Van Diemen shield from Delft has a pair of crossed gold battle-axes on a blue background. The island of Tasmania off Australia was originally called Van Diemen's Land, after a member of this family.

**DEAR MISS RULE:** Kindly inform us on QUAYLE, possibly from the Isle of Man.—T. Q., B. Q., Long Beach.

T.Q., B.Q.: QUAYLE from the Isle of Man, between England and Ireland in the Irish Sea, began as the Gaelic "Mac-Phail." In the Manx language of the Isle of Man this meant "son of Paul," honoring St. Paul whose (Continued on Page 20)

# Anthony inventions make pool care easy!



Beautiful, modern accessories in a variety of styles are available from Anthony—(above) Olympia pedestal board, Solarflow radiant heater, Aquabana dressing room

312 A 20

Anthony exclusive color-coordination and design make pools more beautiful...



New twist in pool fun. Unique spiral slide. Exclusive from Anthony Pools.



## BLUE LAGOON \$1690

Only \$22.54 a month. 10-year bank terms. 19' x 31' gunite pool. 312 sq. ft. 78 ft. perimeter. 3 to 6 ft. deep. Filter, white plaster, copper plumbing, pump, motor, steps in cove, 21-inch deck.

Price based on normal access and soil; subject to hillside and higher costs in some areas.

**MIRACLE IN POOL CARE.** Anthony automatic cleaners, Huda-Sweep or Antho-Sweep, combined with Antho-Pure automatic purifier, keep pool always clean, pure, inviting—automatically. Add Anthony automatic pool care to your new Anthony pool for only \$9.33\* a month.

**COLOR-COORDINATION.** Exclusive Anthony choice of color harmonies in pool accessories.

**EXCLUSIVE ACCESSORIES.** Automatic pool care, beauty, dependability, service—these are the reasons Anthony pools have been chosen by far more pool buyers for over ten years.

**PRICES.** Factory to you selling helps keep Anthony's prices low. Anthony is only pool builders who manufacture most of their own pool parts; save you middleman's profit. We fulfill our slogan: "If an Anthony pool owner doesn't get service, he hasn't asked for it."

**COMPLETE ANTHONY POOL: ONLY \$25 DOWN!** Any Anthony pool, any size, any shape, with filter, heater, board, ladder, slide, automatic cleaning and purifying, deck, electric, lifetime structural guarantee—even the poolside furniture. You can put everything you want into one package-price. Pay only \$25 down, terms to ten years.

**TYPICAL POOL PAYMENTS—\$25 down, ten year financing:**

	\$1700	\$23.51	
	2600	27.72	
Price of pool	2500	34.74	Monthly payment starting
	3000	41.75	May, 1955
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\*On Anthony's ten year plan

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(Continued from Page 11)

neighbors are—especially in Rossmore. If you don't feed your dog on time, you must be a Communist!

The first day he was here, I took him out to a cul-de-sac in the yard—an area walled in on three sides. And I erected (at great pains) a barricade of immense cardboard cartons. He patiently waited until I was through, then tugged on one carton with his teeth, moved it out of line, and gamboled out into the yard proper!

This has been the pattern ever since.

FOR AN OUTSIDE dog, he sure loves the inside. And he will use every devious means to gain access into our home.

In the center of our back yard I have a great planter box filled with azaleas, of which I am inordinately proud. Mornings, as we sit at breakfast, Clyde will cavort in the back yard to catch our attention, then leap up into the azaleas and begin to chew and dig.

Naturally, I go flying out—and then you should see it. Rockne would be proud, because this dog does the trickiest reverse and "chorus girl shift" you ever have seen, and races me for the door.

It is no contest—he is four months old and I am 46 years. He beats me every time! He's inside again!

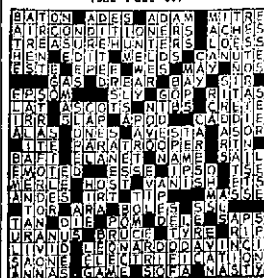
And my wife, the great anti-dog partisan, suddenly has begun siding with this furry Frankenstein against me.

"He won't be much of a dog if he never gets to see us!" she says as the tri-colored cur snaps at my outstretched hands.

But let me tell you, friends, and I won't ever be quoted directly on this—when you come home from work tired, beat and thinking you're the biggest bum on earth, he's so "glad all over" that it makes it all worthwhile!

P.S.—You just might be interested to know that Clyde got more Christmas cards and Christmas presents than we did. And I can't fight it because his background is far better than mine, the American Kennel Club says!

SOLUTION TO TODAY'S PUZZLE (See Page 10)



WE GIVE



# Thriftmart

MON., TUES., WED.,  
MARCH 22-23-24

EARLY  
WEEK  
SPECIAL  
VALUES  
AT . . . . .



AGED STEER

**BEEF  
SALE**

**CHUCK STEAK**



**39<sup>c</sup>**  
lb.

BONELESS CHUCK

**ROAST . . . . . 69<sup>c</sup>**  
lb.

EXTRA LEAN

**STEW BEEF . . 69<sup>c</sup>**  
lb.

LEE'S FINE QUALITY

**SMOKED  
PICNIC**

**27<sup>c</sup>**  
lb.

PRE SLICED PICNICS 35c lb.

BREAKFAST SPECIALS

IOVA FARMS

**SLICED BACON . . . . . 55<sup>c</sup>**  
6-OZ. PKG.

**CANADIAN BACON . . . . . 59<sup>c</sup>**  
6-OZ. PKG.

**SAUSAGE . . . . . 49<sup>c</sup>**  
BROWN N. SERVE 6-OZ. PKG.

**POLISH SAUSAGE . . . . . 65<sup>c</sup>**  
FARMER JOHN'S FAMOUS SMOKED TRAY PACK



JERSEYMAID "AA"

FIRST QUALITY BUTTER . . . . . 69<sup>c</sup>  
CTN.

Campbell's

**TOMATO  
SOUP**

**3 25<sup>c</sup>**  
10 1/2 OZ. TINS

SUNSHINE

**KRISPY CRACKERS**

**29<sup>c</sup>**  
1-LB. PKG.

1-LB. CTN. 69<sup>c</sup>

IMITATION ICE CREAM



**3 \$1**  
HALF GALS.

**JACK CHEESE**

**59<sup>c</sup>**  
BY THE CHUNK lb.

MEDIUM SHARP ORION

**CHEDDAR  
CHEESE . . . 59<sup>c</sup>**  
lb.

**SKIPPY  
PET FOOD**

**2 29<sup>c</sup>**  
BIG 26 OZ. TINS

SMART & FINAL

**COFFEE 1-lb. 59<sup>c</sup>**  
TIN

LENTEN SEAFOODS

**KING CRAB MEAT**

FROM ALASKA  
FROZEN  
BULK IN  
TRAY  
**\$1 29<sup>c</sup>**  
lb.

**CLEANED SMELTS** 'W' BRAND FROZEN 1-LB. PKG. 39<sup>c</sup>

**FISH CAKES** CARNATION FROZEN 12-OZ. PKG. 39<sup>c</sup>

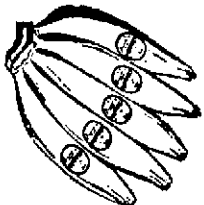
MRS. FRIDAY'S FROZEN **SHRIMP** PEELLED AND CLEANED

**75<sup>c</sup>**  
7-OZ. PKG.

THE FRESHEST, FINEST PRODUCE!!!

**CHIQUITA**

**BANANAS**



**10<sup>c</sup>**  
lb.

**RED LEAF LETTUCE 5<sup>c</sup>**  
ea.

LISTEN FOR DAILY SPECIALS ON KMP6 RADIO 710



# Gourmet's Guide

by **Tedd Thomey**

Southland Dining at its Finest in the  
Long Beach and Orange County Area

## Avantgarde

ROOM  
STEAKS  
CHAR-BROILED  
Wine at the Plaza-Bar  
**JEANIE WINSTON**  
The *Lafayette*  
HE 5-5681

## Rossmoor Inn

FINE DINING AND  
ENTERTAINMENT  
12311 Leona Blvd.  
JA 7-1195 GE 8-4969

ARE PEOPLE who love oysters normal?

Ask an oyster-lover and he'll reply emphatically: "Yes!" Ask an oyster-hater and he'll say, just as definitely: "No!"

Aware that I may be biting into controversy, I feel compelled to mention that oyster-lovers—be they normal or abnormal—are in seventh heaven these days at Jones Dining Room, 120 E. Fifth Street, which recently added fresh, fried oysters to its dinner menu.

And I want to add, hastily, that oyster-haters are in their element too at Jones Dining Room, because this large, pleasant establishment has one of the most diversified menus in town. Offered for the gustatory pleasures of its patrons are fresh fried shrimp, roast leg of lamb, roast beef, fried chicken, grilled salmon, scallops, turkey, chicken livers and many other entrees, served on fabulously large dinners at prices ranging from \$2.35 to \$2.65.

Young Harold A. Jones Jr., who doubles as host and purchasing agent for the restaurant, reports that fried oysters have become surprisingly popular since their introduction two months ago. The Dining Room serves them for \$2.40 with shrimp cocktail, soup, salad, potato, vegetable, hot rolls, beverage and dessert.

The Dining Room and adjacent Jones Cafeteria have long been two of the most thriving restaurants in downtown Long Beach. A recent beautification program, which nearly doubled the cafeteria's capacity (raising it to over 160), has resulted in a lively 30% in-



—Concierge by Pete Millie

**HAROLD A. JONES JR.**

Host and Buyer

crease in business. On a recent Sunday both restaurants served 1,900 diners with ease. Quite often these days over 1,000 guests are accommodated at luncheon, far more than at the average local restaurant.

Founded in 1929 by Mr. and Mrs. Harold Jones Sr., the restaurants are open daily and Sunday from 11 a.m. to 8 p.m.; closed Saturdays.

**SUNDAY TREAT**—One of the most pleasurable dining experiences I've ever encountered is the beef Stroganoff at the smart, continental Wayfarer's Restaurant, 2230 Pacific Coast Hwy., Lomita. Owned by Jimmy Richmond, a superb host well known in Long Beach, the Wayfarer prepares its Stroganoff with pieces of tenderloin, onions, mushrooms, wine and sour cream. It's \$3.75 with wild rice, relishes, soup, salad, beverage and dessert.



New, Some Low Prices  
In Our Dining Room  
At in the Coffee Shop  
HA 5-4807

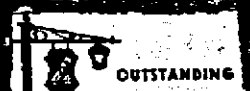
**Americana**  
RESTAURANT  
4101 Bellflower



**101 RANCH HOUSE**  
**PRIME RIBS**  
King Cut ..... \$3.95  
Med. Cut ..... \$3.25  
On Complete Dinners  
Entertainment Included  
Reservations 596-2372  
1600 Pacific Coast Hwy. — Seal Beach

## WIK'S

RESTAURANT AND  
Viking Room Lounge  
GOOD FOOD  
• SIZZLING STEAKS  
• DELICIOUS COCKTAILS  
• OPEN 5:30 A.M. TO 1 A.M.  
3400 Cherry at Wardlow Rd.  
GA 7-7737 GA 6-3583



OUTSTANDING  
**BANQUET**  
FACILITIES  
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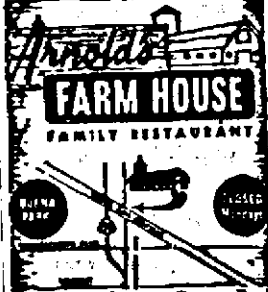
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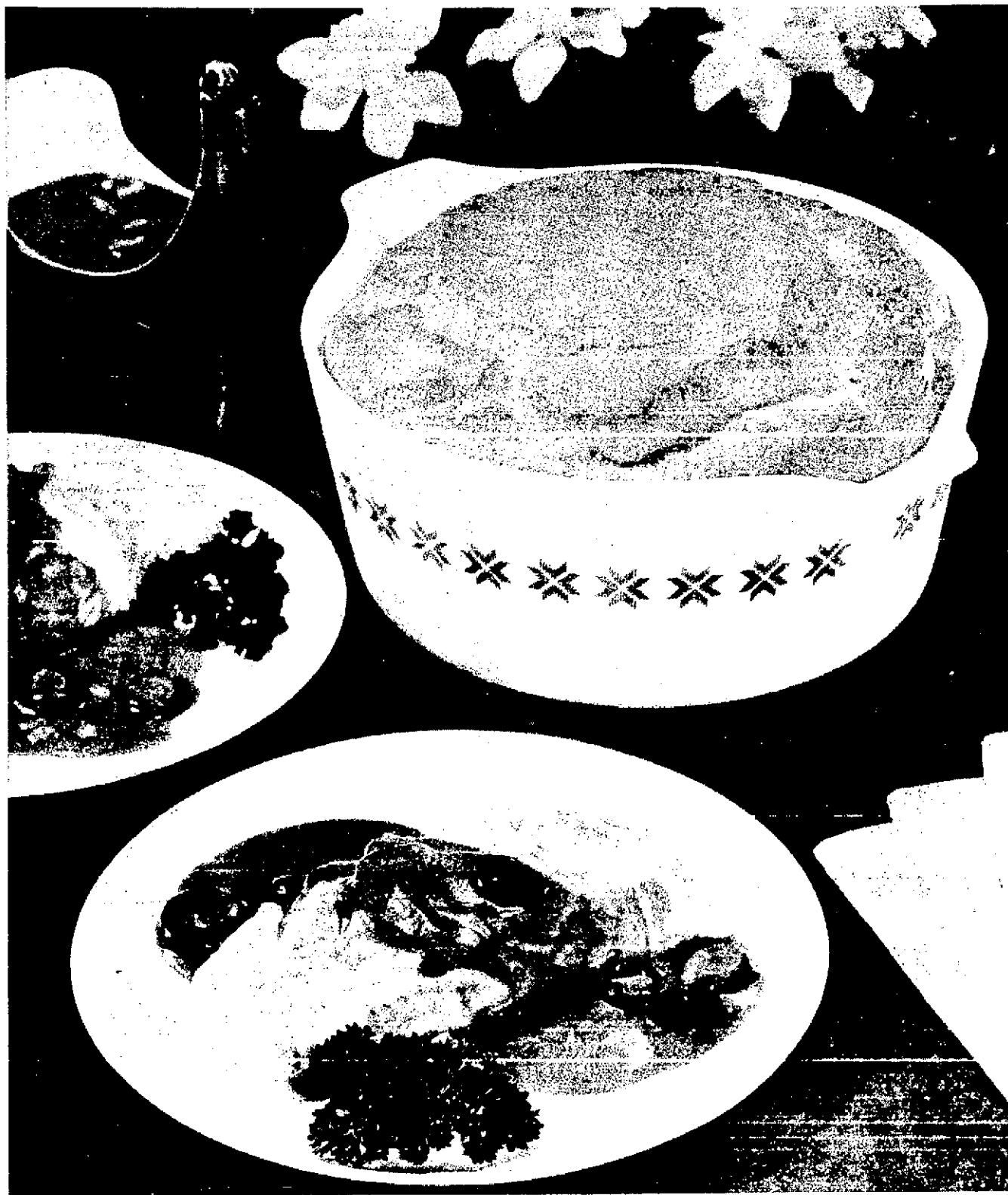
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## *It's Egg Time... the 'Souper' Way*

**By Mildred K. Flanary**

Southland Magazine Home Economics Editor

**E**GGs, one of the most economical sources of high quality protein are an important dietary requirement for all age groups. Likewise, canned condensed soups contribute their share of body-building essentials. Each kind furnishes some essential in particular. Both foods, therefore, are important in well-balanced menu planning.

Put together eggs and canned condensed soup and they spell not only nutritious but "souper" delicious meals. Both enjoy a reputation of true versatility.

Now, especially when the calendar calls for meatless meals, you'll find this combination a perfect helper. From breakfast through dinner, for tender, zesty sauced omelets to high airy soufflés, there are dozens of ways to join these favorites of long standing.

(Continued on Next Page)



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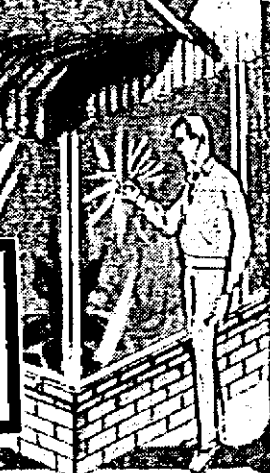
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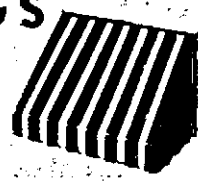
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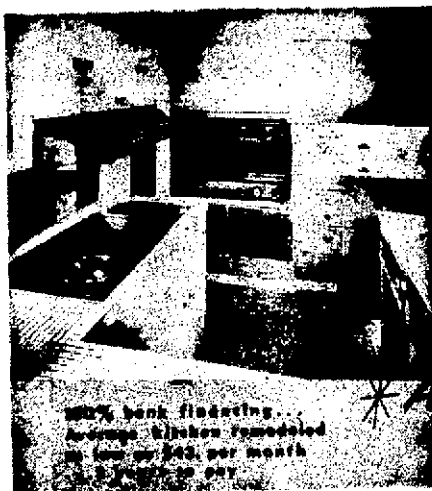
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## Recipe of the Week

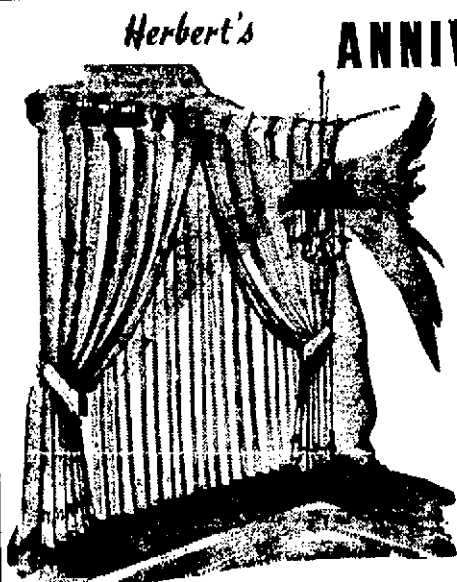
**CHICKEN** is versatile as a menu staple and is basic in a prizewinning recipe submitted this week by Barbara J. Woll, 2131 E. 21st St., Long Beach, 90806. The recipe:

### Walnut Chicken

1 lb. uncooked chicken meat cut in cubes	1 cup celery, diced
$\frac{3}{4}$ tsp. salt	1 cup onions, diced
2 tblsp. cornstarch	8 water chestnuts, cubed
3 tblsp. soy sauce	$\frac{1}{4}$ cup soup stock
2 tblsp. white wine	$\frac{1}{2}$ lb. (2 cups) walnut meats or blanched almonds
1 tsp. sugar	6 tblsp. oil
1 cup bamboo shoots, cubed	

Cube the bamboo shoots, celery, onions and water chestnuts; saute them slightly in 3 tablespoons of cooking oil. Remove from pan. Brown the nuts slightly in deep oil. Remove and drain. Dredge the chicken with mixture of salt, cornstarch, soy sauce, wine and sugar. Heat pan; add the soup stock to the chicken and heat thoroughly, add vegetables and walnuts; heat thoroughly and serve hot. Serves 4-6.

What's your favorite recipe? For each recipe published in this space, Southland will pay \$5. Men are urged to submit their recipes along with the ladies. Send yours, with name and address to Recipe Contest Editor, Southland Magazine, 604 Pine Ave., Long Beach, Calif. 90812.



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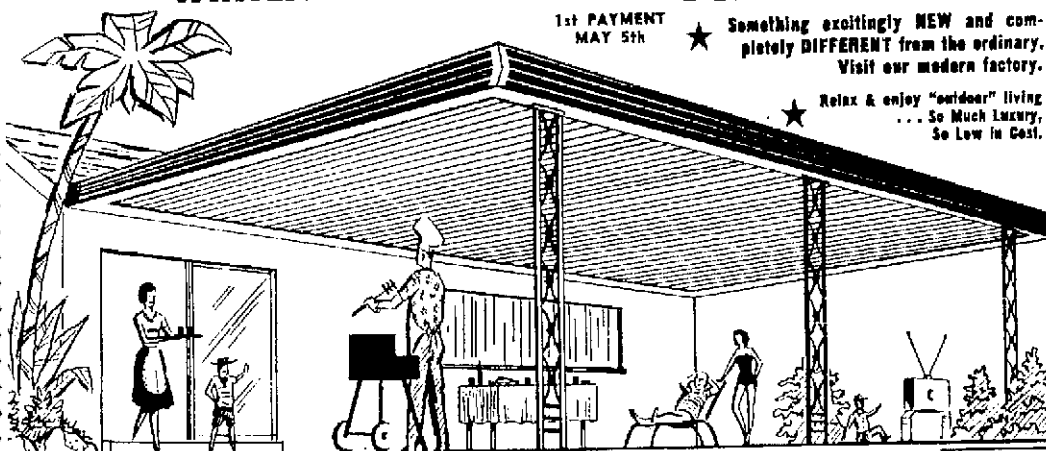
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## It's Egg Time

(Continued from Page 17)

Often considered the final test of an accomplished cook, the preparation of a soufflé is simplified with a can of condensed soup... a ready-to-use, double-rich, double-thick sauce.

Surprise your family tonight with one of these "souper" egg treats.

### Curried Mushroom Soufflé

1 can (10½ oz.) condensed cream of mushroom soup, undiluted  
1 cup shredded sharp Cheddar cheese  
3 tablespoons curry powder  
¼ teaspoon Tabasco  
6 eggs yolks  
6 egg whites

Preheat oven to 325°F (slow). Set a 2½-quart ungreased casserole in a shallow baking pan; place in oven. Pour boiling water around casserole to depth of at least one inch; let casserole heat while soufflé is prepared.

Mix soup, cheese, curry powder and Tabasco in saucepan; heat slowly until cheese melts. Remove from heat. Beat egg yolks until thick and lemon-colored; stir into soup mixture. Beat egg white until stiff but not dry. Fold yolk mixture into beaten whites.

Pour into preheated casserole and bake in 325°F (slow) oven for 1 hour or until puffy, delicately browned and a silver knife inserted halfway between center and outside edge comes out clean. Serve immediately. Makes 4 to 6 servings.

### Omelet With Tomato Sauce

Sauce:

¼ cup finely chopped onion  
2 tablespoons butter or margarine  
1 can (10½ oz.) condensed tomato soup  
¼ cup water  
¼ cup sliced black or stuffed olives

Omelets:

(Recipe for one serving)

2 eggs  
2 tablespoons water  
¼ teaspoon salt  
Dash pepper  
1 tablespoon butter or margarine

Sauce: In saucepan, cook onion in butter or margarine until tender, but not brown. Add soup, water and olives. Heat, stirring occasionally.

Omelets: While sauce is heating, prepare omelets for each individual serving. In bowl, beat eggs, water, salt and pepper with fork. Heat butter or margarine in omelet pan or skillet (approx. 8-in.) just hot enough to sizzle a drop of water. Pour in egg mixture. It should set at edges at once. As the mixture at the edges thickens, draw these portions toward the center so that the uncooked portions flow to the bottom. Tilt pan as it is necessary to hasten flow of uncooked eggs. Shake pan to keep omelet sliding freely. When eggs are set and surface is still moist, continue cooking until bottom is nicely browned. Fold in half or roll. Serve immediately with sauce. Recipe makes enough sauce for 4 omelets.

Southland Magazine



### BERT'S EYE VIEW

## Actor Ronald Reagan Deplores Ratings 'Panic'

By BERT RESNIK  
TV and Radio Editor  
There is, according to  
Ronald Reagan, one general  
ratings' fact that is pretty

much unknown to the public.

"That fact is," said Reagan, "that one-third of the television sets in this nation

are dark every evening during prime-time viewing hours."

In his opinion, there are several reasons that contribute to the dark sets.

First, there is the over-

worked series concept where the same actors play the same continuing roles along the same basic idea.

Second, there is an "almost official neglect" of the anthology. In terms of television consideration, an anthology is that type of program where a different play with non-continuous roles and changing actors is presented every week.

Third, there is television's failure to advertise itself.

IT IS THE second point, the neglect of the anthology, that most disturbs Reagan.

Don't tell him the public doesn't want anthologies.

"The public," he said, "wants good entertainment."

As an example of a successful anthology, he cites "Death Valley Days," the syndicated program he hosts and will star in as a Navy captain this week. It airs 7 p.m. Wednesday on KNBC (channel 4). The series is in its 13th year.

"It deals with the west and it contains the element of truth," said Reagan. "Other than these two restricting factors, it's a true anthology."

From 1954 through 1962, Reagan was host for another anthology, "The General Electric Theater."

It was during the eighth year of that span, that the ratings put "GE" in second place for the first time.

"AND WE weren't in second place that badly," said Reagan.

He suggested that the anthology be expanded to an hour to meet the competition of the No. 1 show, "Bonanza," but his appeal went unheeded.

"I don't understand why, in most phases of show-business, people who have proven successes still lack a great deal of confidence in their judgment.

"One adverse remark panics them.

"In television, it is the ratings that create the panic."

Rather than become panic-



RONALD REAGAN, HOST OF 'DEATH VALLEY DAYS'

(Continued on Page 17)





La Petite Americaine, as France calls Jean Seberg, is back in Hollywood for new film.

## Lost Gold

(Continued from Page 9)

IT WAS NEAR this arch they found rich placer gold. The miners worked rapidly and before the hot, dry season arrived, a couple months later, they had accumulated a large quantity of gold. They packed the rich dust and headed home intent on returning the following season. The arch has been lost ever since and dozens of search expeditions with scores of people involved have proved fruitless.

A first-rate lost mine tale again comes from San Bernardino County, this time just north of Big Bear Lake in Van Dusen Canyon, some 100 miles from Long Beach. The mine was discovered by Van Dusen and a partner around 1861. Together they amassed a fortune in gold. Having done so, the partner called it quits. He felt he had all the gold he could use and left the area. He was not heard of again. A short while later, Van Dusen was found murdered in his cabin. This touched off a frenzied rush to the area in search of the mine. It was not found until 1868 when two strangers appeared in the valley. One was a Frenchman and the other a young man named Stebbins. The Frenchman entered the canyon and soon produced gold much like that of Van Dusen's. Young Stebbins tended camp and was not permitted to work the mine or even know its location. Then the inevitable happened: the Frenchman left one bright morning, routine as ever, to work in the mine. He was never seen again. There are conflicting stories about his fate. Some say he was murdered, some say trapped in a cave-in, and others say he just left. But there's one thing certain, the mine is still there.

So, when you are sitting wondering what to do on a weekend, why not become a prospector? Give in to that long-time desire for adventure and outdoor activity. It is quite safe when the proper precautions are taken and certainly the incentive is there.

## Art Gallery

(Continued from Page 7)

Park center makes it possible to expand and improve exhibits at the Exposition Park building, museum officials say.

These plans include the creation of a giant Dinosaur Hall as part of an improved display of anthropological works.

Officials expect the new art center and other changes will attract record crowds in 1965, topping the more than one million persons who visited the county museum last year.

## Chinese Ancestry

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## RX for Stardom

"THE Druggist's Daughter" is a motion picture that has yet to be filmed, but when it is the star is ready—Jean Seberg, who has lived the role.

Hers is the true story of a small town pharmacist's girl who, after some ups and downs, rose to international acclaim as an actress.

This poised woman has emerged in the short space of nine years. It is hard to believe that this is the Iowa girl who was catapulted into the limelight at the age of 17 when Otto Preminger picked her to play Joan of Arc in "St. Joan."

HER FILM debut, cause for civic jubilation in her native Marshalltown, Ia., (pop. 23,150) aroused less enthusiasm among critics. A second picture, "Bonjour Tristesse," evoked more interest, and she settled in Paris and made a bright splash in the French "New Wave" of cinema.

With her performance in "Breathless," she became the symbol of the American Girl in Paris.

Now she has returned to Hollywood for "Moment to Moment," Mervyn LeRoy's production for Universal. With her is her equally famous husband, Romain Gary, French novelist and diplomat.

LeROY TOSSED a gala party, columnists have beaten a path to her dressing room, and "La Petite Americaine," as she is known in France, can be assured that she is finally a star in her own country.

This is her 12th film, but only twice before has she worked in the United States. Her most recent picture, "Lilith," was filmed entirely in New York. Her international successes include "The Five Day Lover," "Playtime,"

"Time Out for Love," and "The Mouse That Roared." "Europe was very good for me," she says. "It made me learn about different kinds of films."

La Seberg now wants to alternate movies here and abroad. She and her husband have a Paris apartment and a Greek island home, and are negotiating for a place in the Caribbean.

She finds only slight difference between film-making abroad and here.

"HOLLYWOOD has more equipment and puts more emphasis on elaborate sets," she remarked, waving at the \$250,000 Riviera replica on Universal's Sound Stage 12. "Otherwise, directors and methods are about the same in America and in France. There will always be variations, depending on temperament."

Temperament is something that Miss Seberg has under very tight rein. She has come a long way from corn to cognac. Her control in emotional scenes with Sean Garrison, despite numerous retakes, has aroused admiration among her co-workers.

The 5-foot, 4-inch ash blonde with the cool grey-green eyes exudes quiet Parisian aplomb. The druggist's daughter is indeed a lady.

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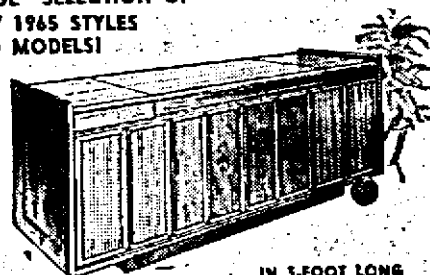


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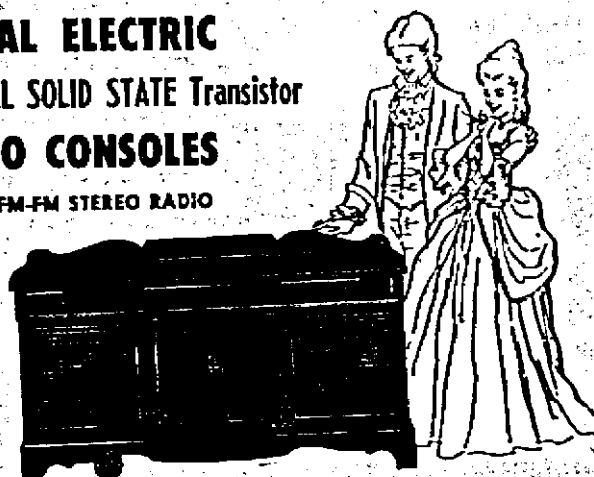
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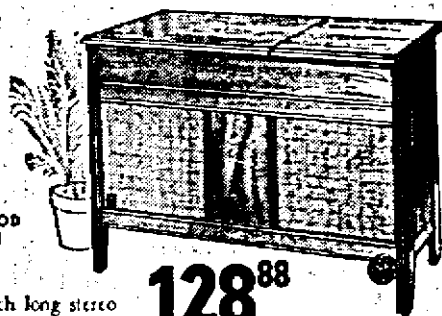
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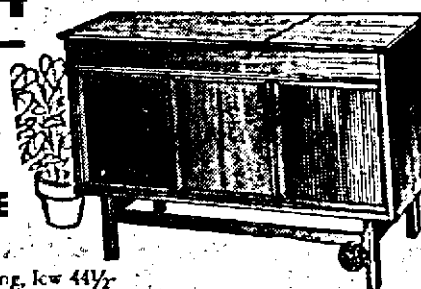
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**POLAROID** Land  
Camera Owners  
**TODAY...**

Sunday, March 21  
from 11 to 5

FACTORY REPRESENTATIVE  
IN OUR STORE...

To demonstrate and answer  
any and all questions as to  
how to make pictures with  
the New Color Pack Pola-  
roid Land Camera.

Bring in Your Land Camera  
No matter how old — we  
will check it and adapt it  
for color photography. See  
our Polaroid pictures made  
on the spot in just 50 sec-  
onds!

Newest Model!



**POLAROID**  
**Color Pack II CAMERA**  
COMPLETE WITH FLASH  
and SELF CONTAINED CASE  
New and lightweight camera  
that gives instant color pic-  
tures in just 60 seconds,  
black and white pictures in  
only 10 seconds!

ONLY AT DOOLEY'S

**94<sup>66</sup>**

Model 161  
Complete



**CONCORD Compact**  
Portable Transistorized  
**TAPE RECORDER**

A quality compact tape re-  
corder with the new tran-  
sistorized monaural tape.  
Has large reel capacity, re-  
cord or playback up to 6  
hours, Hi-Fi speaker, micro-  
phone, earphone and a 7"  
empty reel included. Light-  
weight and goes anywhere  
MODEL 102.

DOOLEY'S  
LOW PRICE

**59<sup>50</sup>**

**RCA**  
AND  
ALL TOP BRAND  
TV and  
RADIO TUBES  
at **40% OFF!**  
Test your tubes with our new  
simplified tube tester in the  
Record Dept.

**DOOLEY'S Hardware Mart**  
5075 LONG BEACH BLVD. — NORTH LONG BEACH



# CARPET VALUE SO GREAT... You Have To See It To Believe It

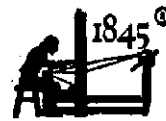


## FOOTNOTE

made of Cumuloft®  
continuous filament  
nylon



by Alexander Smith



only  
**\$7.95**  
sq. yd.

36 MOS. TO PAY

Footnote is something new in the world of carpet value. It has:  
• Richly elegant cut and loop styling • A resplendent range of decorator colors  
• Amazing durability even in heavy traffic areas • An authentic look and feel of luxury even at its budget price.

See Footnote in our store today. See how it can enhance the beauty of your home. See what a super value, how affordable this marvelous carpet really is!



"Quality Carpeting at Economical Prices"

**10011 ARTESIA PLACE**

BELLFLOWER . . (Just West of Woodruff)

**TO 7-9635 or TO 7-8628**

Daily 9-6; Mon., Thurs., Fri. 9-9; Sunday We Rest

### HEADQUARTERS FOR

- Alexander Smith • Bigelow
- Magee • Coronet
- Berven • Firth
- Loomweave • Roxbury

Expert Installation Guaranteed

Your Name

(Continued from Page 15)  
name meant "little one." The earliest modern form was MacQuayle, recorded in from the old English "Quaille" reminiscent of an ancestral shop - trademark sign picturing a quail. John Quaille was an English forefather in 1367. The Quaille-Quayle shield is ermine. On it is a small green rectangle emblazoned with a gold Calvary cross standing on three steps.

**DEAR MISS RULE:** Could you identify DEHMLow?—L. R., Long Beach.

L. R.: DEHMLow was initiated in 14th century Germany as the hero name "Diemo-Lowe." This idealized the family ancestor as "lion of the people." No other data is available on Dehmlow. This hero's fame was eulogized by his name.

**DEAR MISS RULE:** Please identify ABELE.—D.A., Los Alamitos.

D.A.: ABELE began as the German "Adel-e" describing "young and noble one." The Abele shield from Wurttemberg is crossed by a blue stripe with a gold sun centered on it. Above the stripe is a black eagle on a gold band; below the stripe is a red band emblazoned with a pair of crossed feather pens.

**DEAR MISS RULE:** Please give genealogy on McCOY.—B.W., LONG BEACH; G.P., BELLFLOWER.

B.W., G.P.: McCOY was adopted by descendants of the great Scottish chief called Aodh, whose name meant "firebrand," for a quick-tempered man. His sons in Scotland formed Clan MacAodh, while those who migrated to Ireland used McCoy. McCoys first settled in north Irish Ulster, but moved to the banks of the River Shannon in the 1500s. Their coat-of-arms has two black bars between six black heraldic birds on a silver shield. McCoy descendants settled in the Cumberland Valley of Pennsylvania in the early 1700s.

**DEAR MISS RULE:** Would you explain COMYNS, COMINS.—D.C., H.C., LONG BEACH.

D.C., H.C.: COMYNS families are descended from the Scottish Clan Cumming. This family had a Norman French ancestor called Comin, meaning "Stranger." Descendants reached Scotland in the 1100s, where they altered their name to Comyns, Comins and Cummings. Their home was at Badenoch in Inverness-shire. The clan shield has three gold wheat sheaves on a blue background. Irish MacCulmin and O'Colmin families, whose names denoted "sons of the bent one," modernized their name to Comins and Cummings in the 1500s.

Southland Magazine



# it's DOOLEY'S BEST BUYS <sup>in</sup> TOWN

THE  
HARDWARE  
MAN

## Super Special!

New 1956 Hotpoint "Custom" SUPER DELUXE  
**CONVERTIBLE DISHWASHER**

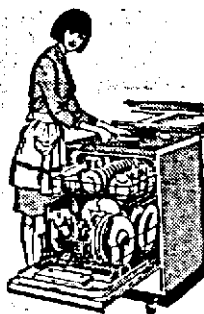
with QUALITY MAPLE WOOD CHOPPING BLOCK TOP

Features full extension GIANT CAPACITY random loading racks. Has "JET FOUNTAIN" washing action with exclusive Uni-Dial system to get dishes cleaner.

**198<sup>00</sup>**

DOOLEY'S LOW PRICE

FREE DELIVERY, SERVICE and GUARANTEE



New HOTPOINT Super Deluxe  
**PORTABLE Automatic DISHWASHER**

BIG CAPACITY MODEL. Impeller wash action gets every dish, glass and utensil sparkling clean. MODEL D-35.

**148<sup>00</sup>**

DOOLEY'S LOW PRICE

FREE DELIVERY, SERVICE and GUARANTEE

You Pick the Terms — Take 12, 24 or 36 Months to Pay

NEW  
1965

## Hotpoint

QUALITY APPLIANCES  
**FULLY AUTOMATIC  
3-CYCLE  
WASHER**

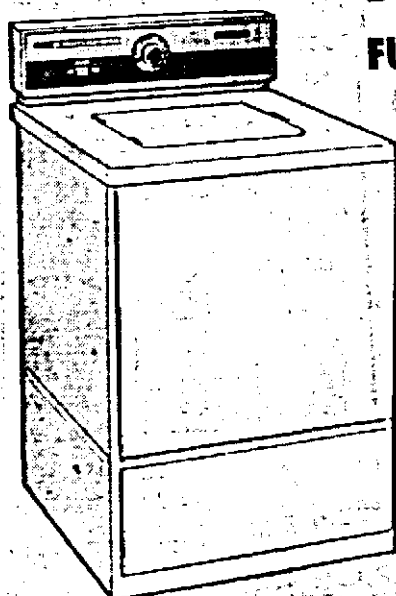
**ALL PORCELAIN  
INSIDE AND OUT**

The Hotpoint triple cycle dial adjusts wash cycle time for heavy, medium and lightly soiled articles with special settings on each cycle to compensate for low water pressures.

DOOLEY'S LOW PRICE!

**148<sup>88</sup>**

Free delivery, normal installation, 1-year parts and labor guarantee, 5-year parts guarantee on transmission.



MON. & FRI.  
9 to 9

TUES., WED., THURS., SAT. 9 to 6  
**SUNDAYS 10 TO 5**

Brand New **SPEED QUEEN.**

Quality

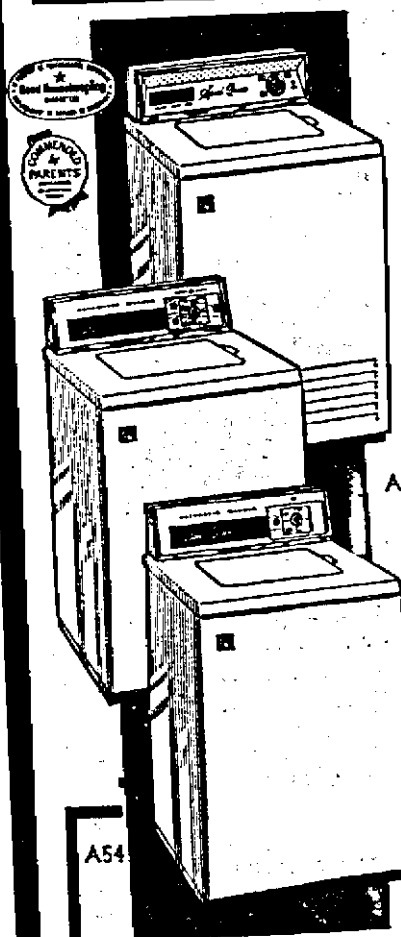
**AUTOMATIC  
WASHERS**

Most washers do a fairly good job of washing. The big difference is dependability: repair bills . . . service calls . . . years of service.

Speed Queen automatics have special features which assure greater dependability—like the fluid drive, extra ball bearings, larger solenoids, stainless steel tub, etc.

That's why there are so many Speed Queens used in coin laundries where the going is really rough! You can have the same dependability in your home.

See the new models now on demonstration. They're the most dependable washers ever built.



**SPEED QUEEN  
2-CYCLE**

**Automatic Washer**

FREE DELIVERY, NORMAL INSTALLATION, 1-YEAR PARTS AND LABOR GUARANTEE, 5-YEAR PARTS GUARANTEE ON TRANSMISSION.

**198<sup>88</sup>**

YOU PICK THE TERMS! Take 12, 24 or 36 Months to pay!

THE  
HARDWARE  
MAN

**DOOLEY'S Hardware Mart**  
5075 LONG BEACH BLVD.—NORTH LONG BEACH

AT DEL AMO and LONG BEACH BLVD.



# TV Aids in Therapy

By Ben Zinser

Southland Magazine Medical-Science Writer

**T**ELEVISION therapy often can help the mental patient.

At the University of Mississippi, doctors made video tapes of interviews with patients.

Half of 80 patients saw themselves on the TV screen immediately after the first interview. In addition, after each subsequent interview these 40 patients saw all prior segments in sequential order.

The view group showed far more improvement than did those not shown interview tapes.

These video tapes, say the researchers, may provide the "giftie" talked about in the Robert Burns poem:

"O wad some Power the giftie gie us: To see oursel as ithers see us."

**A DOCTOR** has issued another warning about the indiscriminate use of silicones in plastic surgery.

Dr. Louis H. Winder of UCLA, reporting to the American Academy of Dermatology, tells of three cases in which an inflammatory condition developed after liquid silicone had been injected into the breasts or face for cosmetic purposes.

**IN SOME** instances preoperative irradiation has improved the outlook for patients with cancer of the rectum or colon, University of Oregon researchers report.

All tumors regressed and one disappeared entirely in 26 of 27 patients exposed to presurgical irradiation.

Two patients with previously inoperable cancer could be operated on later, thanks to irradiation.

**TWO SUCCESSFUL** treatments are reported for the fungal skin disease, tinea versicolor.

The infection, marked by branny scales, has responded to night and morning applications of Akroal Cream, according to one report.

A single overnight application of Selsun resulted in complete or marked clearing of the condition in 90 patients, another report discloses. However, recurrence rate was high.

**THE DRUGS** Thorazine and Stelazine, given together, are more effective than either alone in the treatment of chronic psychotics, a new study shows.

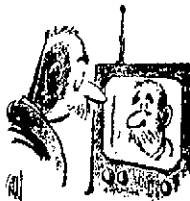
The finding is based on drug trials among 77 chronic schizophrenic patients at Camarillo State Hospital, according to the American Journal of Psychiatry.

**OBESITY** is the major health problem among patients of all ages, except the very old, contends Dr. Joseph T. Freeman, lecturer in geriatrics at the University of Pennsylvania. He says that elimination of obesity in the U.S. would increase life expectancy by about four years, compared to two years if cancer were eliminated.

**A NEW** long-acting sulfa drug—sulfamethoxydiazine—has proved effective in the treatment of bladder and kidney infections, reports Dr. Donald B. Lewis of Tucson in Western Medicine. In one study, 79.2% of patients who received the drug had an excellent or good response, compared to 46.6% and 35.5% who received two other sulfa compounds.

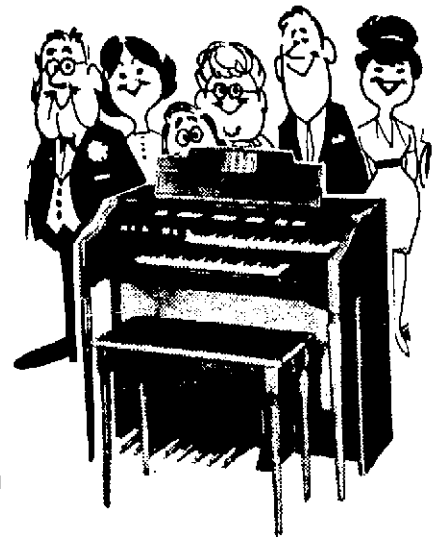
**CONTAMINATED** hands are believed to be the main factor in the spread of "staph" germ infection within a hospital, says Dr. Robert I. Wise of Jefferson Medical College, Philadelphia. Fallout of bacteria from the air is not great enough to explain bacterial contamination of wounds in the operating room, he says.

(This column frequently reports advances in medical research and opinions of medical authorities not yet accepted in general practice.)



## SECRET WEAPON

A "jillion" satisfied customers! Including people from every walk of life — doctors, lawyers, Indian chiefs! Imagine ... 12,000 members in our local Hammond Organ Society! Why don't you come in today and learn why Hammond Organs are way out front? You'll be surprised at the advantages a Hammond offers at low prices.



- Never needs tuning
- Instant response
- Great dynamic range
- Hand rubbed finishes

Bob Pierce Enterprises

ORGANS & PIANOS

2188 Lakewood Bl.  
LONG BEACH

434-9987 GE 9-0918



THERE'S A WAITING MARKET FOR YOUR TRADE-IN FURNITURE, REGARDLESS OF TYPE OR CONDITION ... AND WE WANT IT!

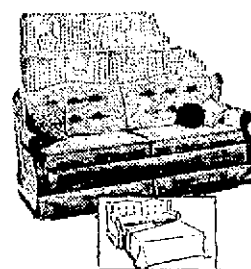
THE SLEEP SHOPPE'S EXCITING

## TRADE-IN SALE!

ON THE WORLD'S FINEST

### HIDE-A-BED or SLEEPER SOFAS

\$75 to \$100 Allowed on any of your old furniture or appliances—we'll take ANYTHING in trade—even a Rocky Mountain Canary (alive, of course).



Other furniture at comparable allowances during the Sleep Shoppe's exciting Trade-in Event!

**9 DAYS ONLY! March 19 to 27**

No Down Payment With Trade

Balance as low as \$7.50 per month! Act Now! Now! Now! for a truly great buy!

5th at Long Beach Blvd.  
OPEN EVENINGS 'TIL 9 EXCEPT SUNDAY  
**Sleep Shoppe HE 7-3097**

## DOUBLE DELUXE STUDIO COUCH



Manufacturer's close-out Decorator Fabric makes this special purchase possible. Deluxe heavy mattress in choice durable fabric makes double or twin bed. Heavy wedge back bolsters. A real value for a quality couch. See these now—at both stores.

Reg. \$99.95

LIMITED TIME ONLY

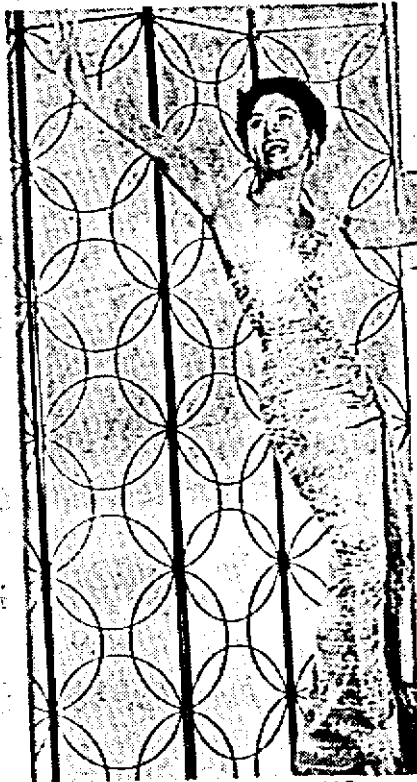
**\$69.88**

SEE OUR COMPLETE SELECTION OF HIDE-A-BED TYPE SLEEPERS  
START AS LOW AS \$169.95 — 25 SLEEPERS ON DISPLAY

**Wells Bros Furniture**

TWO LOCATIONS TO SERVE YOU  
4100 LONG BEACH BLVD., N. L. 1.  
1215 E. 2nd St., BELMONT SHORE  
FREE DELIVERY





LENA HORNE SPECIAL  
Thursday, 8 p.m., Channel 11

PIC(K)S

of  
the  
W  
E  
E  
K



JASON ROBARDS JR., LAUREN BACALL, DANNY KAYE  
"Danny Kaye Show," 10 p.m., Wednesday, Channel 2

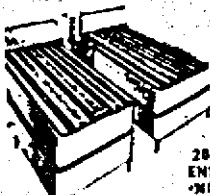
# TeleVues

FOR THE WEEK BEGINNING MARCH 21, 1965

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Television Movie Tips .....	15
Critic's Corner .....	17
FM Highlights .....	19
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Radio .....	19

BERT RESNIK, EDITOR

OPEN SUNDAY 11 to 5



DISCOUNT  
MATTRESS SALE!

Two Complete  
HOLLYWOOD BEDS

\$48 FULL  
PRICE

28-PIECE  
ENSEMBLE  
INCLUDES

• 2 INKERSPRING  
MATTRESSES

• 2 MATCHING  
BOX SPRINGS

• 12 HOLLY-  
WOOD LEGS

• Two Deluxe Pillows • Two Upholstered Headboards

KING SIZE 11' x 7'  
BED  
ENSEMBLE  
FROM

\$79

ORTHO REST-SET  
Mattress and Box Spring  
18-year Guarantee.  
COMPLETE SET

4990

DISCOUNT BEDDING  
15314 LAKEWOOD BLVD.

BELLFLOWER TO 6-4503

CASH, CREDIT,  
LAY-AWAY

OPEN SUNDAY, 11 A.M. to 5 P.M.  
Mon., Thurs., Fri., 10 A.M. to 5 P.M.  
Tues., Wed., Sat., 10 A.M. to 6 P.M.

KING SIZE BEDS QUEEN SIZE BEDS LONG BOY BEDS

VIVIAN VANCE dis-  
guises herself as a male  
window washer during  
"The Lucy Show" at 9  
p.m. Monday, channel 2.

"Spring has  
Sprung...  
Fall has Fell  
and Kenny's  
Prices are lower  
than... ever!"

—Headquarters for—  
**FRIGIDAIRE**  
REFRIGERATORS



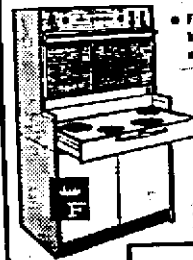
2-door Beauty

- Big 100-lb. zero zone  
top freezer
- Twin vegetable hydrators  
for nearly 1/2 bushel
- Storage door holds  
1/2-gal. cartons
- Automatic defrosting  
refrigerator section

\$218

Flair

Cooks as good  
as it looks!



Model RCH-445J  
40" electric,  
3 burners  
or whitet

SAVE \$20

LAKEWOOD  
HOME  
APPLIANCES'

EARLY  
'BOID'  
SPRING  
SALE!

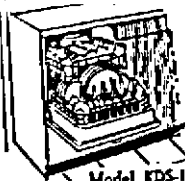
1965  
WASHER



Model WC145

- Soft and washes—dis-  
poses laundry aids  
automatically
- Easy action agitator  
removes, let corrugate to  
help remove heaviest  
soil
- Jet-Ring rinsing, too!

Headquarters for  
**KitchenAid Dishwashers**  
THE ALL NEW SUPERIA VARI-CYCLE



Model KDS-18  
Big versatile capacity takes  
everything

NEW!

4 cycle push bu-  
ton selection

NEW!

SonCycle for ex-  
tra health protec-  
tion

NEW!

4-Way Wash—no  
need to hand rinse

LOWEST PRICE EVER!

STOP! See why we are the area's largest  
factory direct carload dealer.

**LAKEWOOD**  
HOME APPLIANCES

17127 Lakewood Bl. South of  
Hwy. 10, Bellflower, Cal. TO 6-3766  
CALL KENNY! ME 6-3967

Serving You for Over 15 Years—Aqui Se Habla Español

HEADQUARTERS FOR  
**WASTE KING**  
UNIVERSAL

Biggest, Most Dependable Line of Built-  
Ins in America... All at Distributor Prices

ELECTRIC  
OR  
GAS



WASTE KING  
UNIVERSAL  
FIRST TO PRODUCE  
3 MILLION DISPOSERS

• ALL MODELS  
• ALL COLORS

**Builders' Appliances**

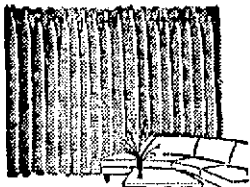
Wholesale Division of  
Lakewood Home Appliances  
Complete Showroom of  
Major Electric & Gas  
Appliances & Accessories  
17127 LAKEWOOD BLVD.  
TO 6-3766



## WILLBANKS

OPEN WEEKDAY  
EVEN. 'TIL 9 P. M.  
OPEN SUNDAYS  
**DRAPES**

... fashioned to  
exquisite perfection



Up-to-the-minute equipment  
talented decorators... spacious  
work areas... and THE WID-  
EST SELECTION OF QUAL-  
ITY MATERIALS to be seen  
anywhere... PLUS SENSIBLE  
PRICES AND THOROUGHLY  
RELIABLE SERVICE... all  
adds up to customer satisfaction.

Call for Home Appointment!

**Willbanks**

DRAPERIES — CARPETING

GE 4-0901

1879 FREEMAN, SIGNAL HILL

Stories about the attractive  
homes of people you know ap-  
pear regularly in Southland.

FACTORY DIRECT SALE

## GLASS TUB ENCLOSURE



NEW  
LOW  
PRICE  
\$29.50

INSTALLED

1/2 A WEEK  
NO MONEY  
DOWN

- Fits any 5 ft. opening
- Open End tubs & fillers extra
- Shatter-proof material extra

**UNITED**  
ENGINEERING SALES

CALL COLLECT  
**HE.5-4811**

LONG  
BEACH

## ROOM ADDITIONS

Room Additions and Alterations  
Free Estimates and Plans Licensed and Insured

Now 100% Financing up to \$10,000

NO MONEY DOWN

**KATELLA CONSTRUCTION CO.**

10781 Los Alamitos Blvd., 596-3177

**R. W. HORTON CO.**

**ADD-A-ROOM**

NO  
MONEY  
DOWN

- ADDITIONS
- BATHROOMS
- GARAGES
- STONE FRONTS
- SAND BLASTING
- PATIO COVERS

100% BANK  
FINANCING  
FREE ESTIMATES  
and PLANS

TAKE ADVANTAGE OF SLACK  
SEASON PRICES

NO COMMISSION  
SALESMEN  
WILL CALL

NE 5-8357

CALL NOW

## The Sea

(Continued from Page 6)  
from the Baja operation  
each year.

There is also a smaller  
solar salt plant located at  
the upper end of the Back  
Bay at Newport Beach.

Solar evaporation is a  
simple method, requiring  
only that seawater be  
trapped in shallow depths  
so the sun can evaporate  
the water. The residue is  
pure sodium chloride, salt.

The supply of salt in the  
world's oceans is so great  
it defies human imagination.

Scientists have estimated  
that a single cubic mile of  
the ocean contains enough  
salt to meet all the needs  
of the world for nearly a  
decade.

THE SEAS, which cover  
70% of the face of the  
globe, on the other hand,  
contain more than 300 mil-  
lion cubic miles of salt-  
water.

Mining of "lost seas" in  
the form of potash deposits  
laid down by dried up  
oceans is "old hat," too.

And so is the removal of  
petroleum and gas from the  
tidelands of the world, in-  
cluding the vast Wilmington  
field at Long Beach.

But the real challenge  
that lies ahead is the  
"wringing" from sea water  
the various other minerals  
it contains.

These treasures are tempt-  
ing.

A single cubic mile of sea  
water is believed to contain  
93 million dollars worth of  
gold alone.

**TOTAL VALUE** of all  
soluble minerals in a trillion  
gallons of sea water is about  
\$50 million.

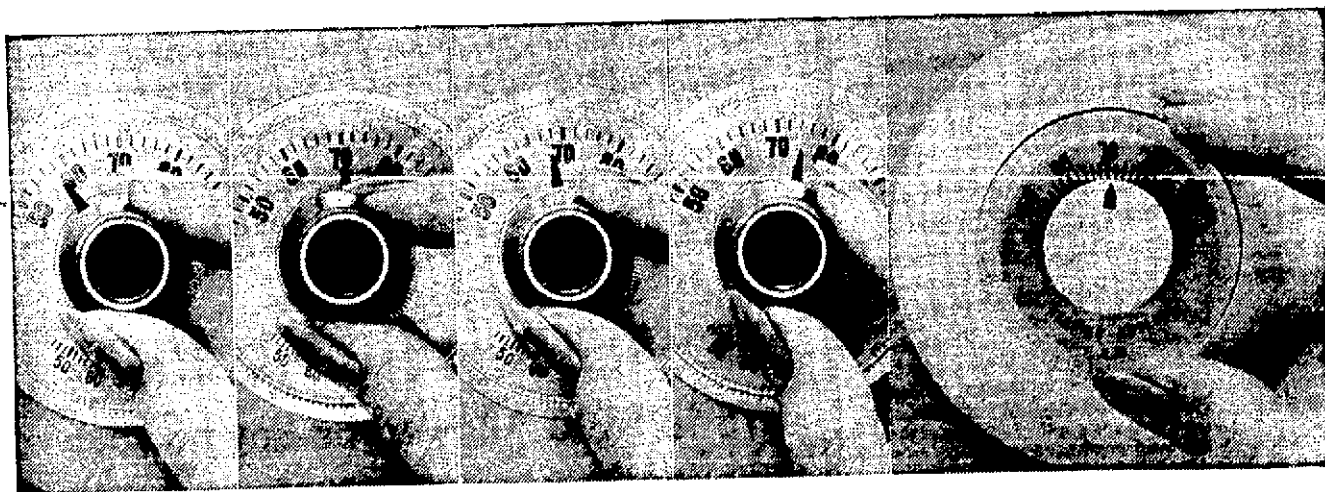
There is even evidence  
that certain sea life has min-  
eral values and research has  
shown that cobalt and cop-  
per can be extracted from  
lobsters, sea snails contain  
bromine, sea cucumbers are  
rich in vanadium, and ces-  
ium can be obtained from sea  
weed.

## About Climbers

Most popular climbing ros-  
es, with the exception of a  
few, such as the bright yel-  
low High Noon, ordinarily  
do not flower the first year  
they are planted. The climber  
devotes this first year to put-  
ting out its familiar long  
canes and establishing a  
sound root system. The sec-  
ond year the climber gener-  
ally provides a riot of color.

The canes of the climber  
should be trained horizontal-  
ly for the maximum show of  
bloom.

Southland Magazine



Dial your heat room-by-room or choose a central system  
that provides both heat and air-conditioning.

Only electric heating is this flexible. And electric heat  
is flameless, clean and quiet. It's one of 12 major  
features-of-the-future that prove you're years ahead  
in an all-electric Gold Medallion home.



Southern California Edison

**SCE**



# Butler's

## 4 BIG STORES

Serving Southern California

BUY WHERE YOU  
RECEIVE S&H  
GREEN STAMPS

EVERYTHING IN  
APPLIANCES FOR  
YOUR HOME



### Big Double Door REFRIGERATOR-FREEZER!

- Zero Degree Freezer, Automatic Defrost Refrigerator
- 12 1/2 cu ft net food storage, only 23 inches wide!
- 3 convenient shelves for easy storing.
- Convenient slide out shelf removes for cleaning!
- Big zero degree Freezer holds up to 80 lbs!
- Full width porcelain vegetable bin holds almost a full bushel!
- 2 full width door shelves!
- Magic Corner Hinges—no clearance needed at side!
- Choice of right or left hand door.

A **REAL** VALUE!

**\$199<sup>88</sup>**  
MODEL T812MA



STOP! LOOK! BUY! SAVE!

**G-E HI-SPEED RANGE** **\$179<sup>88</sup>**  
Pushbutton Controls • Oven Timer • Storage Drawer

**G-E FILTER FLO<sup>®</sup> WASHER** **\$199<sup>88</sup>**  
"Mid-Wash" System • 3 Cycles • 2 Speeds

**G-E "SUNSHINE" DRYER** **\$99<sup>88</sup>**  
Full Cycle • Safety Start Switch • Baked Enamel Exterior

**G-E 24" AUTOMATIC WASHER** **\$149<sup>88</sup>**  
Spray Arms • Safety Lid Switch • Big or Small Loads

**G-E MOBILE MAID Dishwasher** **\$99<sup>88</sup>**  
Bake anywhere — installs instantly • 12 MEMA table settings



**ECONOMY 12 FREEZER**

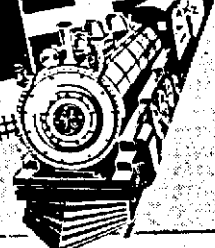
Cut shopping trips with this huge 12 cu. ft. capacity freezer! Save money on special meat buys—and on the terrific family food freezer!

**SALE PRICED \$169<sup>88</sup>**  
MODEL D12MA



**\$5,000,000**  
JUST ARRIVED! 2 Mho Long Train of TOP QUALITY GENERAL ELECTRIC APPLIANCES—TV—STEREO at SPECTACULAR TRAINLOAD SAVINGS made possible by combined purchases of most S. & Calif. G-E Dealers!

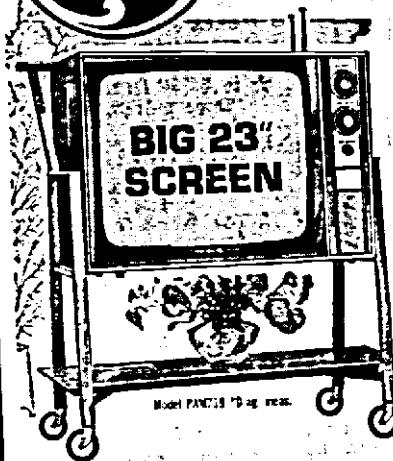
# TRAINLOAD SALE!



COMES ONLY ONCE A YEAR



TAKE YOUR CHOICE  
**One LOW PRICE!**



New from G-E! deluxe 23" portable TV & stand...



Big 19" portable TV with Wireless Remote Control

- 82 Channel Tuning!
- Front Controls, Front Sound!
- Solid State Rectifier!
- Set-N-Forget Volume Control!
- Deluxe Roll-Around Stand!

**YOUR CHOICE**  
**\$199<sup>88</sup>**  
including  
ROLL AROUND STAND

- Transistorized Feather-Touch Remote Control operates silently — brings you all 82 Channel Tuning Automatically.
- Front Controls, Front Sound!
- Illuminated Channel Window!
- Deluxe Roll-Around Stand included!

GET MORE

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All FM, FM Stereo Tuner — Smart Walnut veneer cabinet

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# Days of the 30 Years War

By Vera Williams  
Southland Magazine Book Editor

**"PEOPLE of the Book,"**  
David Stacton's latest historical novel (Putnam, \$5.95) is a tale of the 30 Years War, that confusing time (1618-1648) when Europe was caught up in a tide of conflicting allegiances and issues — dynastic, religious, territorial — and ever-shifting alliances.

At the center of the novel stands the lonely but powerful figure of Axel Oxenstierna, trusted chancellor of King Gustavus Adolphus of Sweden. When Gustavus is killed at the battle of Lutzen, it is Oxenstierna who must rule Sweden (the new queen, Christina, is still a girl), direct the course of the war, rally the forces of Protestantism, and cope with an



uneasy alliance between France and Sweden.

Parallel to and intertwined with the story of Oxenstierna runs the story of 15-year-old Lars Larsen and his sister, Hannale, orphan children who set off alone across war-torn Germany to find an uncle, their only living relative. Instead, they meet death and laughter, magic and terror, friendliness and war.

**JACK MENDELSON'S "THE FOREST CALLS BACK"** (Little, Brown, \$5) is the story of Dr. Theodore Binder, German-born medical missionary in Peru. Jack Mendelson, minister of the Arlington Street Unitarian Universalist Church in Boston, flew to Lima and brought back the story of the selfless man who deep

In the interior of Peru has transformed a portion of tangled rain forest and swamp into a hospital, the beginning of a modern mycological laboratory and a learning center for the Shipibos, Capas and Mestizos of the Peruvian hinterland.

**"AMERICA'S FOREIGN COINS, An Illustrated Standard Catalogue with Valuations of Foreign Coins With Legal Tender Status in the United States 1793-1857"** by Oscar G. Schilke and Raphael E. Solomon (Coin and Currency Institute, 393 Seventh Ave., New York, \$7.50) is believed to be the first book that illustrates and values all foreign coins that once circulated as legal tender in this country. It also describes the significant part such coins played in the numismatic and monetary history of the nation.

**ABRAHAM LINCOLN'S** funeral journey from Washington to Springfield is related by Victor Seacher in **"THE FAREWELL TO LINCOLN"** (Abingdon, \$5.95). Beginning with the fall of

Richmond on April 3, 1865, the author sets forth the historical moments leading to Appomattox, where the Confederacy surrendered; to Ford's Theater in Washington, where Lincoln was assassinated; to the funeral services in the nation's capital, and the 12-day journey to Springfield, where Lincoln was buried.

**THEATER BUFFS** will appreciate **"AMERICAN PLAYS AND PLAYWRIGHTS OF THE CONTEMPORARY THEATRE"** by Allan Lewis (Crown, \$4.95). Dr. Lewis analyzes scores of plays and playwrights, from O'Neill revivals, the more recent works of Miller, Williams, Helman, Saroyan and Behrman, and the successes of Albee, MacLeish, Chayefsky, Schlegel, Carlino, Kopit, Vidal and Axelrod, and the new voices heard off-Broadway. Also discussed are the topical revue, the musical theater, new themes and forms, and the trend toward decentralization resulting in resident organizations and repertory companies throughout the country.

**"TWO JIMA"** by Richard Newcomb (Holt, Rinehart and Winston, \$5.95) is the full story of the landing and the epic five-week campaign that followed told from both the Japanese and American points of view. Newcomb, former wartime correspondent and now a veteran news editor of Associated Press, interviewed hundreds of two veterans, from generals to privates, researched Navy and Marine records and the diaries and letters of the fighting men themselves.

In burning words and vivid phrases, Newcomb credits valor to friend and foe. He sums up the Marines' toughest Pacific campaign of 20 years ago in these words: "The Japanese fought like lions and we beat them."

**"THE DAYS OF DYLAN THOMAS, A Pictorial Biography"** by Bill Read, photographs by Rollie McKenna (McGraw-Hill, \$5.95): An attractive biography of the young Welsh poet makes use of writings of his own and of those who knew him to tell his story from the beginning, through the short years of success and acclaim to the quick descent and tragic death at 39. It makes lively reading, and with the excellent photographs, conveys the essence of the young genius who compressed into his poetry so much of the loneliness and yearning that many feel and few are able to express.

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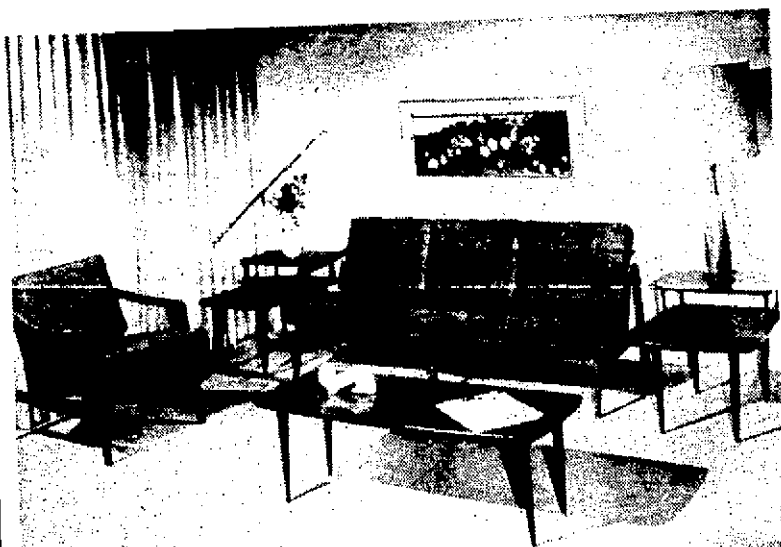
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## CROSSWORD PUZZLE

Southland Magazine offers a fresh new Crossword Puzzle each Sunday, a brain-teaser for those who enjoy this pastime. It's "automatic," too, because you can check your answers on another page . . . but no fair peeking.



# SUNDAY

March 21, 1965

## ★ PAID ADVERTISEMENT

7:45

9 Jr. All-Stars: "Pitching"

8:00 A.M.

2 Lamp Unto My Feet:

"Secular and Sacred—

Nothing but a Man." Dis-

cussion of new movie

set in today's South.

4 Movie: "Terror Street,"

Dan Duryea (54)

9 Hour of St. Francis

11 The Fisher Family (relig.)

8:30

2 Look Up & Live: "Cere-

mony," Martin Brooks,

Staats Cotsworth (pt. 2).

Relevance of faith to

science.

5 Herald of Truth (relig.)

7 Story Time: "Chile,"

L. A. Presbyter story

of "The Miracle"

9 King & Odie (cartoons)

11 Norman Vincent Peale

13 TV Gospel Time (relig.)

9:00 A.M.

2 Camera Three: "The

Film Director," Josef

vonStemberg reminisces.

5 Adventist Hour (relig.)

7 Movie: "Madame X,"

Gladys George (37)

9 Youth Wants to Know

11 Broken Arrow, J. Lupton

13 Variedades, R. Iglesias

9:30

2 Silver Wings (USAF)

4 Christophers: "Ideas"

9 Foreign Legionnaire

11 Superman, Geo. Reeves

10:00 A.M.

2 Learning '65: "Career

Guidance Center"

4 This Is the Life (Luth.)

5 Movie: "Hot Cargo,"

William Gargan (46)

9 Movie: "Cornered," Tim

McCoy (33)

11 Wonderama, P. Winchell

13 Panorama Latino (Span.)

34 El Cristobal (Crucible)

10:30

2 Through Children's Eyes

"Puppets & Puppeters"

4 Frontiers of Faith, Dr.

Staalck: "Ezekiel"

7 Beany & Cecil (cartoon)

13 (Color) Faith for Today

11:00 A.M.

2 Capitol Hill to Califor-

nia: John Hart

4 Movie: "Canyon Pas-

sage," Dana Andrews

Susan Hayward (46)

8 HOME BUYERS' GUIDE

★ Paul Laafford visits new

homes through So. Calif.

7 (Color) Bullwinkle Show

13 Church in the Home

11:30

2 Viewpoint, Jere Witter

with James Mason

7 Discovery '65: "World of

Mark Twain" Life and

times of writer, includ-

ing motion picture shot

by his friend Edison.

9 (Color) Movie: "Daddy

Long Legs," Fred

Astaire, Leslie Caron

12:00 NOON

2 Sunday News Report

5 Wild Bill Hickok

7 770 on TV, Carl George

11 Original Roller Derby

13 Rev. Oral Roberts (relig.)

12:30

2 Face the Nation: NASA

administrator James E.

Webb

4 Capitol & the Clergy:

"Divorce Reform."

5 Jimmy Piersall Show

7 Best of Scope (educ.)

13 Social Security in Action

Guest: Vance Colvig

34 Padres Culpables (serial)

12:45

5 (Cl) Angels Warm-Up

13 Reconciliation (relig.)

1:00 P.M.

2 Pianoforte, John Crown

4 (Color) Quiz a Catholic

5 Color—Live—L.A. Angels

vs. Chicago Cubs

(see sports box)

7 Directions '65: "Burden

of Prosperity," Don God-

dard." Third of 5 dia-

logues between men of

science and of religion.

11 Movie: "Along Came

Jones," Gary Cooper

13 Voice of Calvary (relig.)

1:30

2 Insight Into Judaism,

Jose Ferrer, with profile

of producer-director

Stanley Kramer.

4 (Color) Confrontation

7 Issues & Answers (box)

13 Cal's Corral (to 4 p.m.)

2:00 P.M.

2 Samuel Vorty Political

4 (Cl) Existence (agric.):

"Calif.'s Winter Salad

Bowl" (Imperial Valley)

7 NBA Basketball (see

sports box)

9 (Cl) Movie: "Daddy

Long Legs," Fred

Astaire, Leslie Caron

2:30

2 CBS Sports Spectacular

(see sports box)

4 (Color) College Report:

"An Exceptional Life"

(Mt. Saint Mary's). Life

of a teaching nun.

34 Ven (evangelical)

3:00 P.M.

4 Sunday, Frank Blair,

with reports from Cape

Kennedy on Tuesday's

Gemini flight (Virgil

Grissom and John Young

interviewed), on LBJ's

voting bill, racial prob-

lems in Europe, the new

Ye-Ye movement, and

today's moon probe

launch.

11 "WAR ZONE"—movie

★ BY UNION MORTGAGE

"What Price Glory,"

James Cagney, Dan

Dailey (52-in color)

3:30

2 Through Children's Eyes

"Puppets & Puppeters"

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2 Pianoforte, John Crown

34 Un Canto de Mexico

4:00 P.M.

2 Alumni Fun, Peter Lind

Hayes. Semi-final round

has G. Mennen Williams,

Robert Q. Lewis and

publisher Arnold Gin-

grich of Michigan meet-

ing Franklin D. Roose-

velt Jr., Erskine Cald-

well and attorney Wm.

C. Battle of Virginia.

4 (Color) NBC Sports in

Action (see sports box)

5 WEIRD, WEIRD WORLD

by RELIABLE MORTGAGE

"Mystery of Edwin

Drood," Claude Rains

7 (Color) Wonderful World

of Golf (see sports box)

13 Newsroom, Don Rose

4:15

1 JAMES ROOSEVELT—

★ THE CONFERENCE CALL

4:30

2 Repertoire Workshop:

"Standbys and Under-

studies." Standbys for

stars of Broadway hit

shows get chance to per-

form in their own right.

9 Movie: "Charlie Chan at

the Opera," Warner

Oland, Boris Karloff (37)

13 Cavalcade of Books

34 Club del Hogar (games)

5:00 P.M.

2 Sunday with Jack Benny

4 (Color) Wild Kingdom

Marlin Perkins: "Call of

the Pribilofs." Explora-

tion of the strange in-

stinct that causes fur

seals to migrate each

year to fog-shrouded is-

lands of the Bering Sea.

1 HONEYWELL presents

★ SCIENCE ALL-STARS

Air Force Gen. Bernard

Schriever joins teenage

developers of autogyros,

blood tests, cyclone re-

search.

11 "CHILLER" presented

★ by UNION MORTGAGE

"Donovan's Brain," Lew

Ayres (54)

13 (Color) Film: "Automa-

tation and Unions." Train-

ing of workers.

5:30

2 Ted Mack & Original

Amateur Hour.

4 (Cl) College Bowl, Robt.

Earle. Utah State meets

challenger Wisconsin.

5 The Invisible Man

7 Press Conference

13 (Color) The Ski Show

6:00 P.M.

2 20th Century, Walter

Cronkite: "Warsaw Up-

rising." Polish under-

ground's heroic but

doomed resistance

against Nazi oppressors

while Red Army stands

by until the uprising is</



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**Snug Harbor**

(Continued from Page 14)  
stands out on the sidewalk by the door. And the display window is arranged with everything from small, folding pipes you can slip into a watch pocket to Arabian water pipes that water-filter the smoke. Pipes with carved ivory bowls, pipes with deep bends in their stems, and pipes with figure-heads on the bowls all attract curious glances.

**STRESSING** the personal element again, Otis tries to suit the pipe to the buyer's personality. For example, in the case of a man whose work was climbing telephone poles, Otis recommended a pipe with a deep dip in the stem and an elongated bowl.

Otis' tobacco products come from Shanghai, the Philippines, Hong Kong, Germany, Denmark, Egypt, Mexico... time would be saved by listing countries which aren't represented by something in Otis' store.

If Otis' tobacco comes from everywhere, so do his



—Photos by BILL GANN

Real discusses merits of a fancy imported pipe at counter of his well-stocked shop.

customers—or friends. Sailors returning to homes in distant lands tell friends about Otis and his shop. When these friends dock in San Pedro, they walk up Sixth Street and visit Otis.

In addition, Otis does a brisk mail order business to foreign post offices everywhere. His special blends are in worldwide demand.

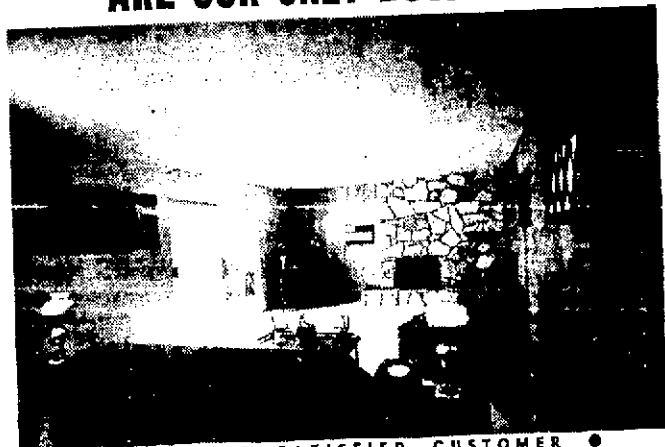
**THE CREW** of both ships engaged in the ill-fated American expedition to the Galapagos Islands, in 1960, all came into Otis' store to stow up before attempting to colonize those

lava-encrusted islands off South America.

Otis has more than tobacco and related products to draw such interest. It's his personality and attitude. His rude friendliness is balanced with a shrewd generosity. Very few merchants could stay in the black by insulting patrons, but Otis' insults are backed up by a smile. They give the patron the feeling they are dealing with a wise-cracking friend.

The proprietor's business philosophy is summed up in his statement, "You can't cheat an honest man."

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Southland Magazine



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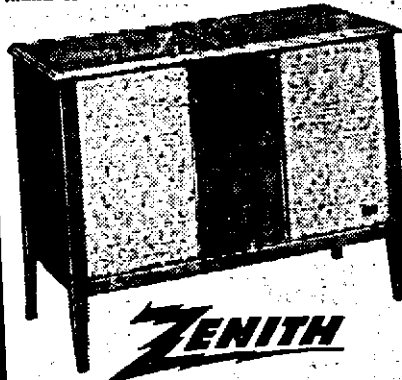


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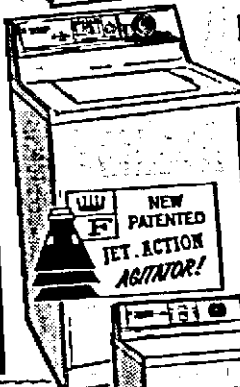
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- Automatic Soak Cycle Gets Out the  
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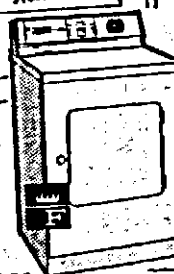
HILL'S **\$194<sup>00</sup>**  
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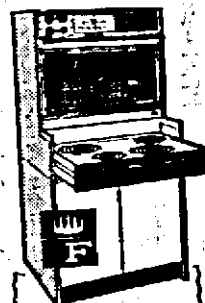
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- Built-In-You Cooking Top

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**LONG BEACH**



# Housing for the Birds

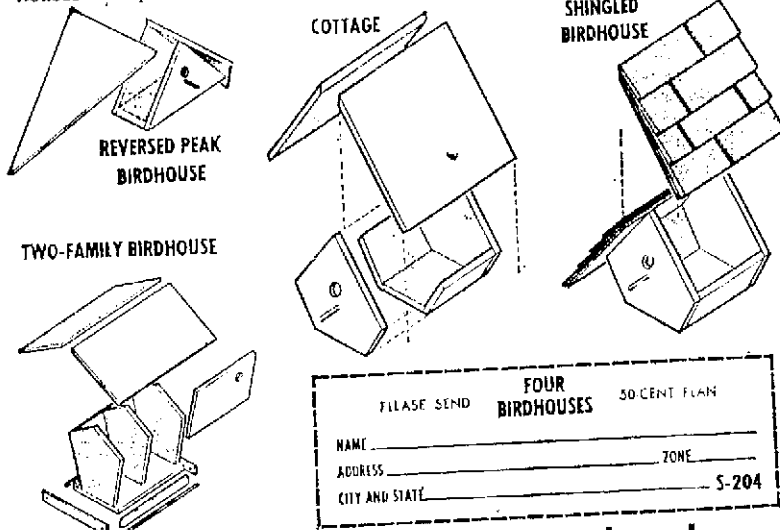
By Bill Meyerriecks

**SKETCHBOOK** this week presents a woodworker's design to make four different birdhouses. Each is decorative, simple to make and practical. There's the cottage, a two-family, reversed peak birdhouse and the last, a fancier shingled house.

Following the plan directions, sizes and details, all four can be made from scrap lumber and plywood of 1/2 inch and 3/4 inch thicknesses. Each one of the birdhouses is shown in the plan separately so that you can choose your favorite and make it at your own pace. If scrap wood is readily available, make two or three, they are that simple to cut shapes and construct.

Sketchbook Plan S-204 for the bird houses may be obtained by sending 50 cents with name and address to Building Editor, Southland Magazine, 604 Pine Ave., Long Beach, Calif. 90812.

Two of four bird houses made from Sketchbook plans are shown above. Sketches of all four houses are presented below and at the right.



## Bedroom Ensemble Aids Sleep

**WHAT** Roberta Shure knows is that a good night's rest is a requisite to the fast pace of modern life —true of acting (she's in NBC's "Virginian") as well as the business world—and she enjoys the bedroom ensemble pictured with this article.

The ensemble is in three parts: headboard, bedside tables and matching lamps, all made in simple lines that will fit with other styles of furniture.

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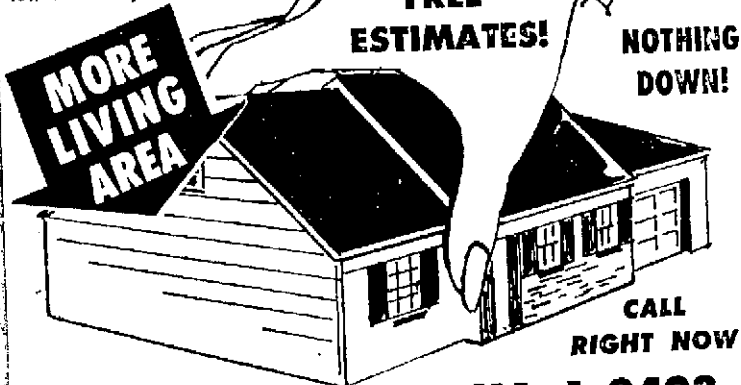
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## 'Automatic' Crossword Puzzle

Southland Magazine offers a fresh new Crossword Puzzle each Sunday, a brain-teaser for those who enjoy this pastime. It's "automatic," too, because you can check your answers on another page . . . but no fair peeking.



# MONDAY

March 22, 1965

## ★ PAID ADVERTISEMENT

- 2 Beyond the Earth (USC)  
4 Our Legal Profile  
7 Guidelines: "Drama"  
7:00 A.M.  
2 Captain Kangaroo (Bob Keeshan's "Mr. Mayor" expands daily next season to replace Captain)  
4 Today, Hugh Downs with Mets' Casey Stengel, Yogi Berra  
7 Scope: "Music"  
11 Survey of Arts. "Soviet"  
7:30  
7 Pinky Lee, Carl'n Capers  
11 The Hobo Kelly Show  
7:45  
9 Cartoons-Comedies to 10  
8:00 A.M.  
2 Panorama Pacific Rowe  
7 I Married Joan, J. Davis  
8:30  
7 The Count Marco Show  
9:00 A.M.  
2 News with Mike Wallace  
4 Make Room for Daddy (final week, with TorC moving to this time 3/29)  
5 For Kids Only (cartoons)  
7 The Pamela Mason Show  
11 New Jack LaLanne Show  
13 News, George Nolan  
9:15  
13 Guideposts (to 11:30)  
9:30  
2 I Love Lucy, Lucille Ball  
4 (Clr) What's This Song? Vikki Carr, Frank Gorshin  
5 Romper Room  
11 Movie: "Above Suspicion," Joan Crawford  
10:00 A.M.  
2 Andy of Mayberry  
4 Concentrat'n, H. Downs  
7 The Mike Douglas Show with Pat O'Brien  
9 Movie: "Rebel Set," Gregg Palmer (59)  
10:30  
2 The McCoy's, W. Brennan  
4 (Clr) Jeopardy, Fleming  
5 Wild Bill Hickok  
11:00 A.M.  
2 The Love of Life  
4 (Color) Say When, Art James (final week, with 2 new game shows taking over this hour start-

- 5 Peter Gunn, C. Stevens  
ing next week)  
11:30  
2 Search for Tomorrow  
4 (Clr) Truth-Consequences  
5 Thin Man, Peter Lawford  
7 Price Is Right, Bill Cullen  
9 Invitation to Music  
11 Sheriff John, J. Rovick  
13 Teleplay: "Best Seller," Sir Cedric Hardwicke  
11:45  
2 The Guiding Light  
28 The Friendly Giant  
12:00 NOON  
2 My Little Margie  
4 (Clr) Let's Make a Deal  
5 Topper, Leo G. Carroll  
7 The Donna Reed Show  
9 Bowery Boys Movie  
13 The Ann Sothern Show  
28 45 Years w/ Fitzpatrick: "Defense of Underdog"  
12:30  
2 As the World Turns  
4 Moment of Truth  
5 The Ray Milland Show  
7 Father Knows Best  
11 Movie: "Woman & the Hunter," Ann Sheridan  
13 Letters to the Manager  
28 Invitation to Art  
1:00 P.M.  
2 Password, Allen Ludden  
Guests: Allen & Rossi  
4 The Doctors, J. Pritchett  
5 (Clr) World Adventures: "Miracle in Palm Springs," Tramway.  
7 Tennessee Ernie Ford (final week for Ern, with game show taking over next week)  
9 Movie: "Mexican Man-hunt," George Brent (53)  
13 (Clr) Movie: Green Grass of Wyoming, Lloyd Nolan (48)  
28 In-Class Spanish, Science  
1:30  
2 Art Linkletter H'se Party  
4 Another World  
5 Movie: "People Are Funny," Art Linkletter, Ozzie Nelson (46)  
7 Girl Talk, Virginia Graham, Joan Crawford, Adela Rogers St. John  
2:00 P.M.  
2 To Tell the Truth, Collyer  
4 (Color) You Don't Say, Pat Carroll, Jack Narz  
7 Flame in the Wind  
2:15  
11 Movie: "Babes in Bag-

- dad," Paulette Goddard  
2:30  
2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court: Beating  
9 On the Line, C. Roberts  
San Quentin chaplain.  
3:00 P.M.  
2 The Secret Storm  
4 Everything's Relative  
5 Newscene, S. Chambers  
7 General Hospital  
13 (Color) Rocky & Friends  
28 About Art  
3:15  
13 (Color) Felix the Cat  
3:30  
2 The Jack Benny Show  
4 Movie: "Decks Ran Red," James Mason, Dorothy Darridge (58-st run).  
5 Bozo & His Friends  
7 The Young Marrieds  
9 (Clr) King & Odie, Zolar  
4:00 P.M.  
2 JAMES ROOSEVELT—  
★ THE CONFERENCE CALL  
5 Popeye Cartoons  
7 Trailmaster, Rhonda Fleming  
9 Jungle, Great Zolar  
11 Sheriff John's Club Time  
13 (Color) Courageous Cat  
28 Once Upon a Japanese Time: "Benkei"  
4:15  
2 Pete Smith's Animal Antics: "Prince, King of Dogs," Performing German shepherd.  
4:30  
2 Movie: "Family Secret," John Derek, Lee J. Cobb (51—1st run). Lawyer defends man arrested for his own son's crime.  
5 Burns and Allen Show  
9 (Clr) Astro Boy, Eng. Bill  
28 Discovery: Butterfly  
34 Escuela KMEX (English)  
5:00 P.M.  
5 Shebang! (see box)  
7 News Hour, Baxter Ward  
9 Space Patrol, Eng. Bill  
11 Billy Barty & 3 Stooges  
13 The Lloyd Thaxton Show  
28 What's New?  
5:30  
9 The People's Choice  
11 The Mickey Mouse Club  
28 The Friendly Giant  
5:45  
4 (Color) KNBC News  
28 Sing Hi—Sing Lo  
6:00 P.M.  
2 Big News, Jerry Dunphy



CASEY KASEM hosts daily, hourly "Shebang" debuting at 5 p.m. Monday on channel 5.

- 4 (Clr) KNBC Nws, Latham  
5 (Clr) Forest Rangers, Graydon Gould, Ralph Endersby (premiere). Ontario-produced adventure series of group of Junior Forest Rangers, their adult counterparts and the RCMP.  
7 Movie: "Secret of Telegian," Koji Tsuruta (Jap. —63—1st run).  
9 9th St. West, Freddie Cannon  
13 RUFF 'N REDDY—CRAZY  
★ CLUB FUN W/ BOB ADKINS  
28 Alaska: New Frontier (premiere). Host John MacVane looks over modern Anchorage.  
34 Noticiero 34 (News)  
6:30  
4 Huntley-Brinkley Report  
5 Leave It to Beaver  
13 Woody Woodpecker  
28 4 Works of Man: Music  
7:00 P.M.  
2 News, Harry Reasoner  
4 (Color) Golden Voyage, J. Douglas: "Yugoslavia"  
5 Rifleman, Chuck Connors  
9 Honeymooners, Gleason  
11 Bachelor Father, Forsythe  
13 CAPTURE—AN OCELOT  
★ & SNAKE VIE for FOOD  
28 Once Upon a Japanese Time: "Benkei"  
7:30  
2 To Tell the Truth, Collyer  
4 Gemini Preview (box)  
5 (Clr) High Road to Danger: "Search for Dall's Dolphin"  
7 Voyage to the Bottom of the Sea, Richard Basehart, Leslie Nielsen. Sole survivor sets out aboard the Seaview to find the force which shorted a missile launching.  
9 ELVIS! ELVIS!  
★ "KING CREOLE" with Carolyn Jones, Dolores Hart (58). Note: different movies each night this week.  
11 Tales of Wells Fargo  
13 HOLIDAY—BRITANNY, ★ FRENCH FISHING FLEETS The western tip of France—Brittany and the little town of St. Malo  
28 Great Decisions '65: "Viet Nam"  
8:00 P.M.  
2 I've Got a Secret, Steve Allen. Carol Channing subs for Betsy Palmer, and Vivian Vance is guest with "secret."  
4 Man From U.N.C.L.E., Robert Vaughn, Cesar Romero, Barbara Feldon. Sol's practical joke on secretary backfires when it leads her into the hands of a THRUSH

- chieftain (Series moves to Fridays at 10 p.m. next season, and like all other NBC holdovers, turns to color.)  
5 (Clr) Movie: "Gentlemen Prefer Blondes," Marilyn Monroe, Jane Russell  
11 Cheyenne, Clint Walker  
13 THE LIEUTENANT—TENSE  
★ MARINE CORPS DRAMA with Gary Lockwood, Ina Balin. Malicious gossip  
28 French Chef, Julia Child: Lettuce, sauerkraut  
34 Comicos y Canciones  
8:30  
2 The Andy Griffith Show. Andy encourages Opie's printing of a newspaper, until it turns out to be a scandal sheet.  
7 No Time for Sergeants. Sammy Jackson. Sentenced to the stockade. Will makes it so comfortable other recruits go AWOL just so they can get in.  
28 Cecil Brown: Inside Ch. 28. Jim Robertson (8:40) with new KCET prexy.  
34 La Hora de Sergio Corona  
9:00 P.M.  
2 The Lucy Show, Lucille Ball, Dick Patterson, Tommy Farrell. When Lucy finds she's been the victim of a hidden-camera stunt in a beauty shop, she sets out to even the score with the show's producer.  
4 (Color) Andy Williams Show, with Phil Harris, Pat Boone and his 4 daughters, film clips of Andy's golf game, Johnny Horton playing flamenco on his banjo.  
7 Wendy and Me, George Burns, Connie Stevens. Wendy tries to help an author with the story plot for his novel.  
11 The 11th Hour, Wendell Corey, Julie London, Herschel Bernardi, Everett Sloane. Singer's death could be murder of suicide.  
13 Man of the World, Craig Stevens, Leela Naidu. Himalayan villagers mysteriously die.  
28 International Magazine, David Culhane  
9:30  
2 Many Happy Returns, John McGiver. King Tut figurine with seemingly magical powers proves first a boon and then a curse to Burnley.  
7 The Bing Crosby Show. Both Bing and Joyce study for their driver's license tests, with the Wellingtons as guests.  
34 Un Canto de Mexico  
9:40  
9 Clete Roberts: Yorty  
10:00 P.M.  
2 Gemini Preview (box)  
4 Alfred Hitchcock Hour: "Thou Still Unravished Bride," Sally Kellerman, Ron Randall, Michael Pate. When his bride-to-be disappears on her wedding night, a London detective leads the search for a stranger—with startling results.  
5 Sam Yorty Political  
7 Ben Casey, Vincent Edwards, Lee Tracy. Testy recluse living in squalor is suspected of faking paralysis in his legs to con three persons into waiting on him.  
9 (Color) Travel '65, Curt Nagel, Bill Moore. Naples, Rome and the Vatican.  
11 George Putnam, News

## SPECIAL

**SHEBANG!** — Premiere: Now ch. 5 climbs aboard the "Shindig" bandwagon, leaving only KNXT and KTIV without a teenage rock show (CBS plans one for next season, with NBC cutting its "Hullabaloo" to 30 min. for fall). Casey Kasem, favorite KRLA deejay, hosts the Dick Clark-produced daily hour at 5 p.m., with Eddie Hodges guest co-host for the initial week, and Bobby Goldsboro spotlighted on opener. Taped before a live audience, show reveals newest of the teen dances, crazes, fashions and problems.

**GEMINI PREVIEW**—Walter Cronkite is anchor man at Cape Kennedy for an hour-long examination of preparations for this nation's first 2-man orbital shot at 10 p.m., ch. 2. Included will be remote reports from manufacturers of the missile and capsule, taped interviews with Grissom and Young, and a look at measures taken for the astronauts' safety at blast-off, in flight and at recovery. (A similar preview program, anchored by Frank McGee, will screen at 7:30 p.m., ch. 4.)

13 (Clr) Treasure: "Diamonds at Dead Man's Cave."  
28 45 Years w/ Fitzpatrick  
34 Sports; Teatro 34  
10:30

5 Newscene, S. Chambers  
13 News, Johns-Fishman  
28 On Hearing Music  
11:00 P.M.

2 News, Jerry Dunphy  
4 (Clr) KNBC Nws, Latham  
5 Movie: "Daniel Boone, Trailblazer."  
7 Baxter Ward, News

9 (Clr) Movie: "Land of the Pharaohs," Jack Hawkins, Joan Collins (55).  
11 Movie: "Fugitive Kind," Marlon Brando

13 Japan Today: "Diary of Doreen Lynne Phillips"  
28 Comment: Cecil Brown  
11:15

4 (Color) Tonight, Alan King, with Sammy Cahn, Nipsey Russell, Olivia DeHavilland  
7 ABC's Nightlife, Pat Boone, William B. Williams, Phil Foster, Mabel Mercer  
11:30

2 Movie: "Sand," Mark Stevens (49)  
13 Movie: "Mr. Winkle Goes to War," Edw. G. Robinson (44)  
12:30

5 Movie: "Timber Queen."  
12:45  
9 Clete Roberts, News  
1:00

4 Changing Times: News  
7 (Clr) Movie: "Between Heaven & Hell," Robert Wagner  
9 Movie: "Rebel Set."

13 Movie: "Toughest Man in Arizona."  
1:15  
2 Movie: "Banjo on My Knee."  
2:45

2 Movie: "Strange Intruder," Edmund Purdom.  
7 (Clr) Movie: "Desert Hawk," Rock Hudson  
4:00

2, 4, 7 Project Gemini. Network coverage begins two hours before expected launch time (see Tuesday box for details)

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## PET PARADE

# Pets on Show

By Eleanor Price

**L**ONG BEACH Recreation Department presents a happy and interesting "big show" next Thursday, Friday, Saturday and Sunday in Municipal Auditorium with a wide variety of hobby items on display. Lois De Lano directs the event in which nothing is for sale, no profit is sought and the public is admitted free.

Pets will be represented in an attractive booth exhibiting the Japanese spaniels of Leland Vera Schenck of Long Beach. The Schencks, who for years have generously given helpful "sheets" on the care of small dogs at the hobby show, will this week include a small pen and ink sketch made by Lillian Tiffany, to anyone who wants it. This internationally famous artist has captured the breed's charm and beauty that make this gay little aristocrat priceless to his owner. The Schencks will also have miniature glossy pictures of the Japanese spaniel pictured with this article, Prince Happi of Nik-Keyo.

**YEARS AGO**, Japan was called the hermit kingdom, a self-isolated land that imposed a death sentence upon anyone who tried to visit

the country or who was unfortunate enough to have a boat founder near its shores. This was always a cause of agitation among the free-trading countries, and finally President Millard Fillmore of the United States commissioned Commodore Matthew Perry to take four steam warships to Japan to break the embargo.

The signing of the treaty was followed by the exchange of gifts, including rice, dried fish, and native spaniels (chin chins) on the part of the Japanese. It is surprising that the nobles parted with any of the little dogs, as they had worshiped them since the day an ancient emperor was born under the Japanese sign of the dog. But, fortunately for dog fanciers, at least two of the spaniels were aboard when Perry steamed out of a Japanese harbor and headed back home.

**IN TRUTH**, the Japanese spaniel is not really a spaniel. He is more like a Pekinese and one or two other similar short-faced Oriental dogs, and possibly can be traced to China. However, he has been a Japanese dog for so long he is pictured on ancient pottery, in carvings



Prince Happi of Nik-Keyo, Japanese spaniel, will be center of attention in a hobby show booth.

of old temples, and on embroidery.

Although a happy, loving companion, the Japanese spaniel is not a dog to shove around. He is sensitive, proud, clean, intelligent, and with the right owner is easy to train.

**COMPANION** Dog Training Club has a practice match today at North Holly-

wood Park. Next Saturday and Sunday, Siamese cat show at Arcadia National Guard Armory.

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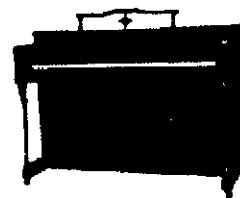
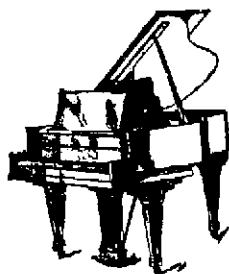
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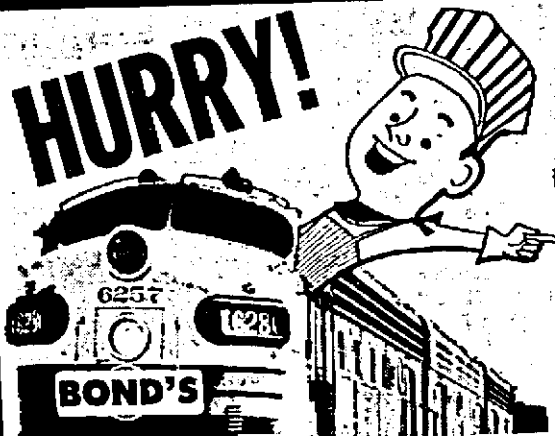
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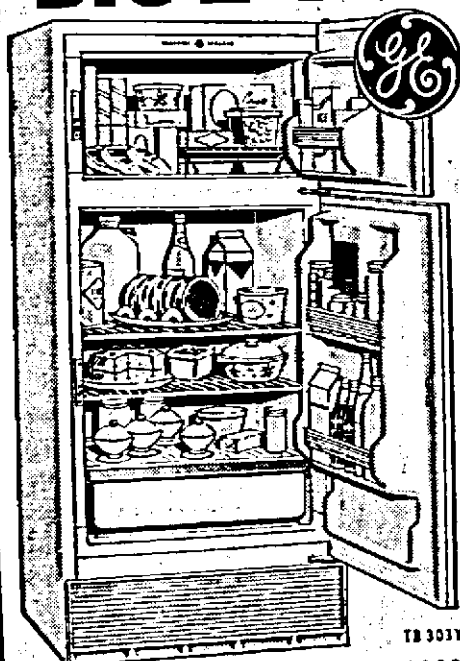
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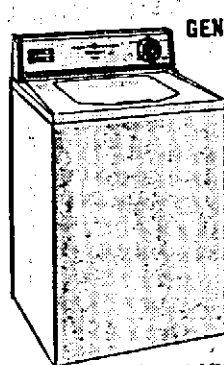
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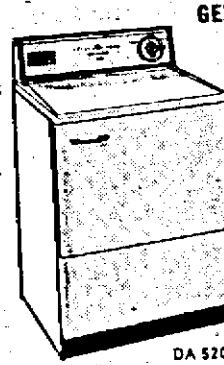


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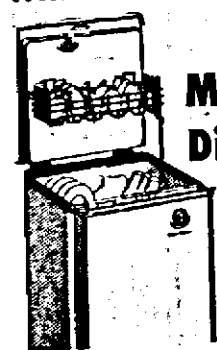


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All-America gladiolus winners for '65: (bottom) Green 'n' Gold; (l) Playmate; (center) Pompeii, and (r) Little Slam.

## All America Glads

**T**WO LARGE and two small gladiolus family members lead the parade as All-America awards are announced for 1965 in this bulb category. Winners are Playmate and Pompeii, large-flowered glads, and Green 'n' Gold and Little Slam are miniatures. All four are available for planting for spring.

Playmate is a rich rose pink that produces majestic spikes with precision-like regularity. Eight to 10 long-lasting flowers open at once on flower-heads of 22-24 buds. Pompeii is multi-colored—pink, rose red, a hint of lavender and an overlay of silver—known in glad circles as a "smoky." Up to eight well-formed, ruffled flowers open at once on well-proportioned and very rugged plants.

Green 'n' Gold is a bright charmer that ushers in the glad season. Each tiny floret is green and gold, with green intense on newly opened flowers; 6 to 8 on 16 to 18 bud spikes on 36-inch plant. It is vigorous. Little Slam is a very bright red that blooms early and has 8 to 9 slightly ruffled flowers at a time on long, slender flower heads. It is healthy, vigorous, easy to grow and has won show honors as a seedling.

## GARDEN CLUBS

Mrs. J. Arthur Carswell, rosarian of Sepulveda, Calif., will give an illustrated talk on "What Makes a Rose a Show Winner" before members and guests of the Orange County Rose Society at 7:30 p.m. Tuesday at Iva Meairs School Cafetorium, Trask and Newland Sts., Garden Grove.

Mrs. Carswell, who has contributed to the American Rose Society Magazine, and is an official ARS judge at rose shows throughout the country, will show her own colored slides as she speaks.

Those attending are invited to bring their own creations in flower arrangements which will be informally judged and first and second place winners announced for prizes. There will be refreshments. The meeting is open to the public.

Contributors to the society's monthly rose shows during 1964 who received awards were Thomas Basic, Orange; Mr. and Mrs. Clarence Meyen, Riverside; Mrs. Florence E. Roy and Mrs. M. B. Woodson, Garden Grove.

Lakewood Garden Club plans a Spring Salad Luncheon at noon Thursday in the Youth Center of Del Valle Park, Woodruff Avenue at Arbor Road. Jean of the Dutch Village Florists will speak and demonstrate floral arrangements, the pieces then to be placed on a plant table. Luncheon reservations may be made with Mrs. J. Basnett, HA 56809, or Mrs. Frank Connors, HA 52406, or tickets may be obtained at the door. The club has scheduled a flower show for June 6.

South Coast Orchid Society will hear a talk on orchid hybridizing by Ernest Hetherington at a meeting

at 8 p.m. Monday in Silverado Park clubhouse, 31st Street and Santa Fe Avenue. The public is invited.

A roundtable discussion on fuchsias and other shade plants will take place at a meeting of the North Long Beach branch of the California National Fuchsia Society at 7:30 p.m. Wednesday at 6301 Myrtle Ave., Long Beach. Alice Wardlow will show color shades from the Orient. There is ample parking and the meeting is open to the public.

## Dorothy Digs

This is the month when those of you who have dichondra lawns want to get them in shape for summer.

If you have any grass in your dichondra it can now be killed with a grass control made especially for dichondra lawns. It is slow acting but does a beautiful job. This material with the old standby for killing oxalis just about takes all the work out of keeping that dichondra green and growing.

Now if someone will only make a control for the broad leaf weeds that will not hurt dichondra. A few years ago no one thought you could kill grass and not hurt dichondra so maybe the broad-leaf killer is not too far away.

You should also start a spring and summer program of fertilizing lawns now. A high nitrogen liquid fertilizer with chelated minerals and a soil penetrant is good with follow-up applications of liquid all-fish fertilizer.

If there are a lot of weeds in your turf lawn a 2-4-D, 2-4-5-T weed killer will take care of them. You can then use the same fertilizer program mentioned above.

## Control Erosion

On slopes where plantings are made for erosion control, better results often can be obtained by specifying that various vines and other plants be grown in containers, according to the American Association of Nurserymen.

Container grown plant materials give the least disturbance of root systems during transplanting, with a much higher survival rate. Massachusetts lately has begun specifying container grown plants used for erosion control on slopes, it is reported.

Container grown plants make an easier transition from nurseries to roadsides especially during the critical early days when the plants first are set out, resulting in an overall saving both in plant survival and maintenance.

## Landscape Aid

The California Highway Commission has more than doubled its highway landscaping budget for 1965-66, adding 22 new landscaping projects along various freeway routes, according to reports to the American Association of Nurserymen.

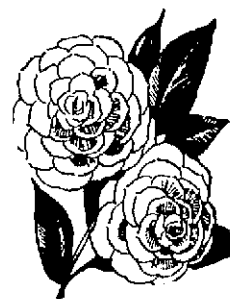
The largest landscaping project is \$1,160,000 for the San Diego Freeway in Los Angeles County; \$785,000 for the Golden State Freeway; \$400,000 landscaping, trees and functional planting on U.S. Freeway 99 in Merced County and somewhat lesser sums in Kern, Orange, Santa Barbara, Santa Clara and other counties. Nearly 2½

millions is budgeted for landscaping in Los Angeles County alone.

## Island Boom

The outbreak of the American Civil War brought a sudden boom to the Bahamas. Between 1861 and 1865 Nassau became one of the chief bases of supplies for ships running the Union blockade imposed against the Confederate states.

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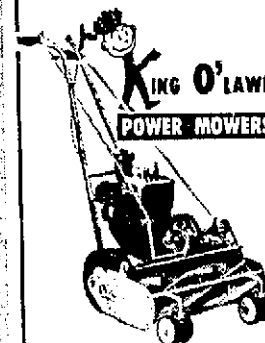


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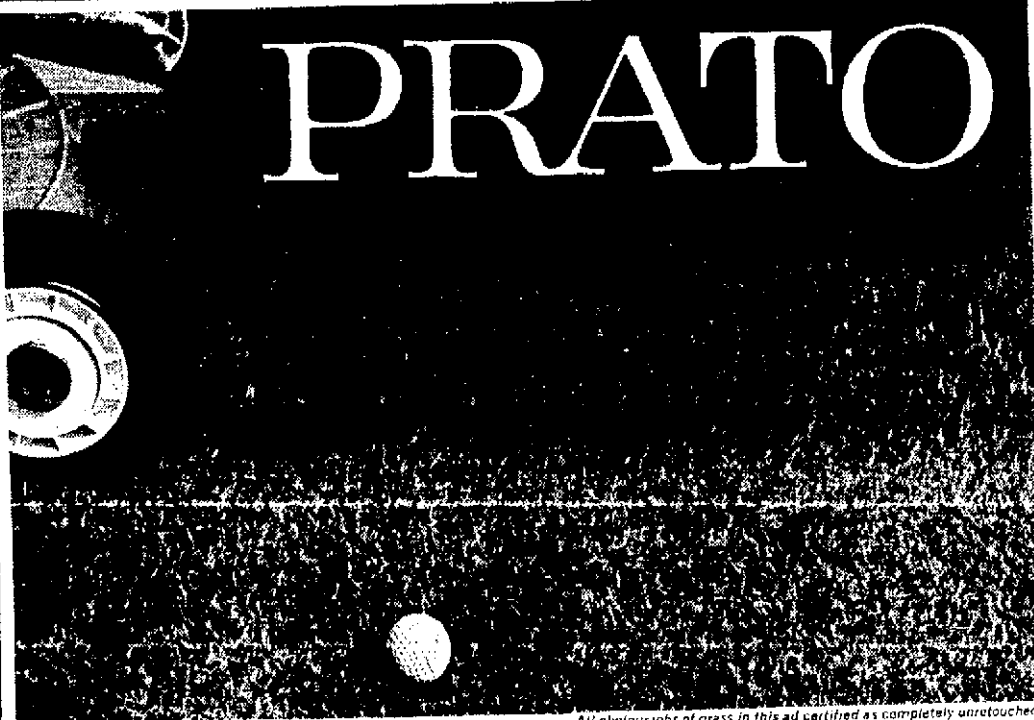
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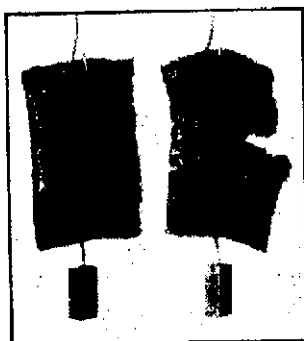


All photographs of grass in this ad certified as completely untouched.

## Even mowed short, PRATO Kentucky Bluegrass gets thicker, greener every year!

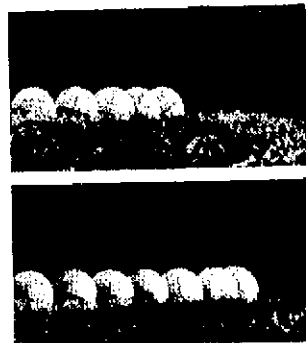
It's true—the experience of thousands of users proves it! Not only does Northrup King's phenomenal PRATO Kentucky Bluegrass give you a denser, more cushiony turf—but it continues to grow thicker and more carpet-y year after year. Even with short mowing!

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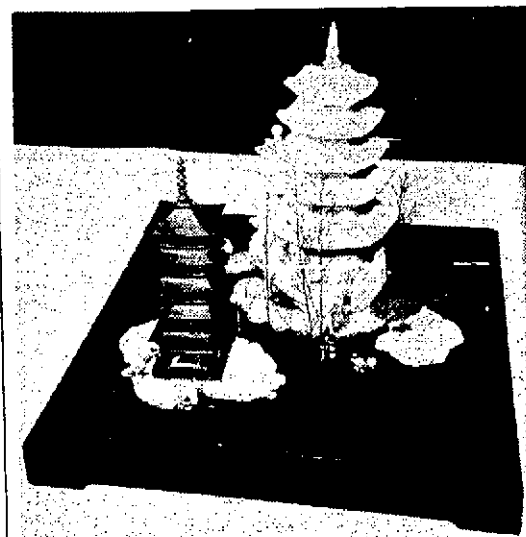
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337 WILMINGTON BLVD.  
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## Floral Artists Hail Spring



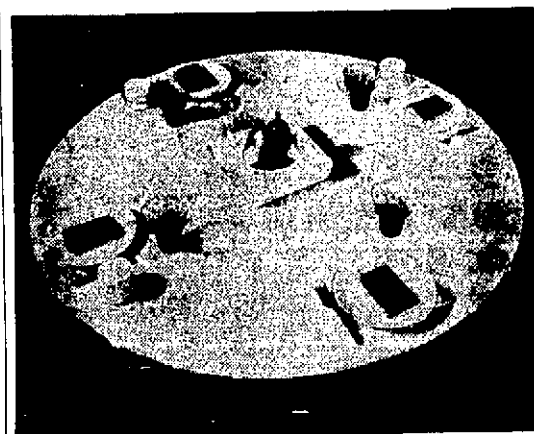
Photos by VALLEY STUDIOS

White porcelain and bronze pagodas stand amid white sliced rock, snake grass, dried nandina and gravel on a smoke amber glass over white in a block stand arrangement by Mrs. John Hill of Los Alamitos.

"The Creative Way" is the name chosen by the Flower Arrangers' Guild of Southern California for its fifth Spring Show Thursday and Friday at the San Marino Woman's Club, 1800 Huntington Drive, San Marino. Hours will be 1 to 9 p.m. March 25 and 10 a.m. to 5 p.m. March 26.

Exhibitors will be encouraged to arrange flowers, foliage and other materials in a creative way, giving full rein to imagination, but keeping in mind basic art principles. Antique and Oriental as well as modern containers will be used.

Twenty-five persons, all Southern California residents, make up the membership of the Flower Arrangers' Guild, organized for research and study of flower arranging. Some of them are from the Long Beach-Orange County area.



Red and white onions are stacked with plum blossoms in a white oriental box to form the centerpiece of this table spread with a beige cloth, white porcelain, black and gold flatware. Arrangement by Mrs. Joseph Green, Los Alamitos.



# Week's Top Shows

**Sunday** — "Profiles in Courage" at 6:30 p.m. on channel 4 brings the story of Kansas Sen. Edmund G. Ross, a man whose vote could determine whether President Andrew Johnson would be impeached.

two-man American space flight scheduled for this week. Walter Cronkite will be the principal commentator.

**Monday** — An hour special at 10 p.m. on channel 2 will detail preparations for the

**Tuesday** — "The Inter-American Highway" hour special at 10 p.m. in COLOR on channel 4 is about a road that stretches more than 3,000 miles from Mexico to

Panama. Frank McGee narrates.

**Wednesday** — "The Danny Kaye Show" at 10 p.m. on channel 2 features actor Jason Robards Jr. and his wife, Lauren Bacall.

**Thursday** — "Lena" is a one-hour special at 8 p.m.

on channel 11 featuring Lena Horne. During the program, actor James Mason will make his TV singing debut. The program was taped in London.

**Friday** — Bob Hope brings another hour special that covers his Southeast Asia tour during which he entertained GIs. It airs at 8:30

p.m. on channel 4.

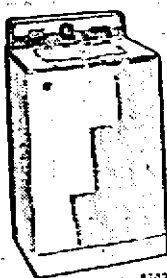
**Saturday** — "The Patsy Awards," presentations for the most exciting animal performers, will be telecast at 6:30 p.m. on channel 13. An hour special.

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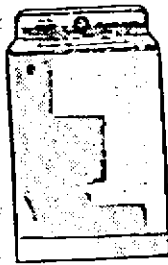
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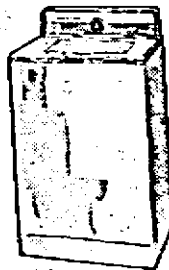
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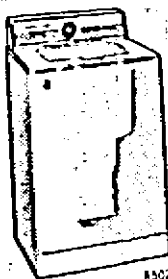
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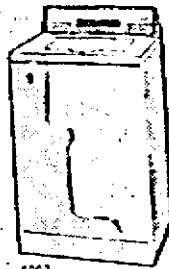
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# Bonsai Is an Artful Hobby



Photo by the Author

Example of bonsai art is the compact myrtle (above), a potted specimen nearly 20 years old.

By Joe Littlefield

**B**ONSAI is a fascinating garden hobby, a living art in which the gardener works hand-in-hand with Nature. The hobbyist grows a live tree or a shrub in a small container, shapes it, trims it and trains it to create an effect in miniature as if that plant grew naturally in its native habitat.

Khan Koma, a bonsai teacher who has studied and worked with this art for years, says, "This relaxing garden hobby can be done within 15 minutes a day. One day the plant needs watering, the second day perhaps a bit of pruning, another day it may need watering, a fourth day possibly repotting; next day perhaps

bend wire form a little more around a specific branch, the following day, just look at it and on the seventh day it may need water again.

"BONSAI plants grow best in full sun, but those in small shallow containers should be in filtered shade, otherwise they need to be watered several times a day in hot summer weather. In larger containers the plants can be grown safely in full sun.

"If a person would like to learn some of the techniques of creating a bonsai, it would be wise to attend a bonsai class taught by a qualified teacher. The gardener visually would learn

the techniques of wiring, shaping, and the right way of pruning plant roots, as well as the proper culture."

Grow a bonsai and you'll never lack an interesting arrangement for the dinner table, even though your garden may lack flowers.

**BIRD OF PARADISE** of blooming size won't lack flowers next fall and winter, if you will give the plant some attention right now. First, remove mulch that was applied last spring and which hasn't all worked down into the soil. That mulch might have been manure or an organic humus material. (Save it for repotting plants.) Soak the soil thoroughly. Scatter

bone meal around the plant and lightly cultivate into the soil. Spread evenly a 2- to 3-inch layer of manure or other mulch and slowly but thoroughly soak down. Water again a day or so later, then water normally. About three weeks later dig the mulch away from the plant trunk and scatter it well away from plant. Doing this keeps the mulch from choking the plant trunk. A month and a half later, after the soil has been well soaked, apply a complete plant food and soak in well. Repeat the fertilization two more times at month and a half intervals. Be sure to soak the soil deeply whenever you do water it.

## Tips on Gardening

Garden tips for the week... Start a hedge now. The sooner you put it in, the more growth you'll get through the year. Check your nursery for the good-looking varieties of that practical hedge plant, privet; or consider the many varieties of pittosporum available now. Oleander makes a wonderful flowering hedge for a hot spot, and members of the laurel family grow into handsome, glossy screens or dividers.

Check your nursery for early spring flowering shrubs and trees, and make your selection while the plants are in bloom. In some areas you may still find late blooming deciduous plants bareroot, but most of them will be in containers now.

As your flowering shrubs

and trees come into bloom, you can shape them to your desire and use the flowered branches as indoor decoration. Tall branches of bloom are dramatic in a low bowl in an entry or hall — and for smaller scaled arrangements try arranging your spring blossoms with daffodils and primroses.

Citrus trees can be planted now. Ask about the ones that do well in your area. Give them a warm, sheltered spot where they will not get water too often. Good drainage is a must.

You'll find choice chrysanthemum plants in the nursery this month. Try the low growing compact ones that don't require staking for the best landscaping effect. Use at least three plants of a variety to make the best show.



"Doc" Cha-Kem-Co says:

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Some of the most important species are:

**CUBAN THRIPS** curl young leaves into tight, brown rolls on Ficus Nitida (small leaf rubber trees, an extensively planted street tree.)

**FLOWER BLASTING THRIPS** brown and shrivel blooms on Roses, Carnations, Gladioli, Gardenias, Tuberous Begonias, Azaleas. Flowers have appearance of having been burned. For perfect blooms, spray before buds open.

**FRUIT CROP DESTROYING THRIPS** attack buds and blooms of Apricots, Cherries, Plums, Pears, or other trees.

**BORERS**—Until now, almost impossible to control. **JUNIPER TWIG GIRDLER** severely damages or kills Dwarf Junipers. It's a new one in California.

**RASPBERRY HORNTAIL**, a serious pest on Roses, bores into new growth, wilting the tips.

**PEACH TWIG BORER** kills fruit bearing twigs.

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## SOUTHLAND MAGAZINE

Busy is the housewife with the hundred-and-one tasks of the day—breakfast, kids off to school, lunches, laundry, shopping, club, P.T.A., you name it. So it's welcome assistance with menu planning that Southland Magazine offers a weekly recipe for the family menu. Watch for Mildred K. Flanary's cooking column each Sunday in Southland.

Twenty-nine

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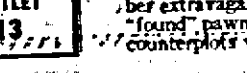
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After 11, common kidney or bladder irritations affect twice as many women as men and may make you leak urine or itching from the frequent urination. Secondary irritation is caused by bacteria or itching from the frequent urination. Secondary irritation is caused by bacteria or itching from the frequent urination. Secondary irritation is caused by bacteria or itching from the frequent urination.

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# Troubles We Don't Talk About

What Troubles? Complaints so personal that few people talk about them—burning, irritation and itching in the sensitive perianal (rectal and genital) area. What Causes Them? Many things, but especially the lack of hygiene. Doctors say that lack of proper cleanliness often prevents the condition from clearing up. This is true because the perianal area is repeatedly contaminated with potentially harmful bacteria and fungi.

What Do Specialists Recommend? Thorough and regular cleansing, particularly after each bowel movement. This halts the vicious "itch-scratch" cycle. In many cases, this alone will solve the problem of burning, itching, and irritation.

Why Not Plain, Ordinary Soap? Because soap washes away natural skin oils. Frequent and repeated use of soap can cause dryness and irritation, resulting in itching.

What Should Be Used? A new, foamy aerosol medication called ANNUL. It is a gentle but thorough cleanser to be used on toilet tissue or cotton. ANNUL is an antibacterial, antifungal cleanser—soothing, emollient and protective. Soothes burning and irritation. Helps to protect against secondary infection of raw, irritated skin.

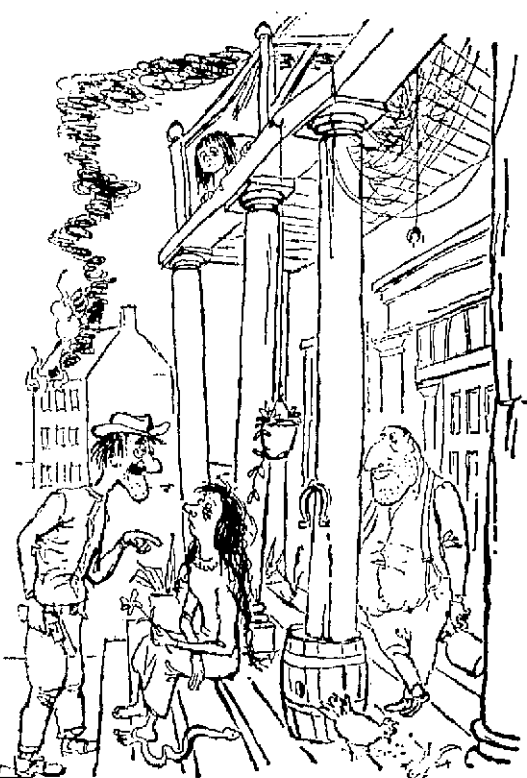
The Best Way to stop itching-irritation is never let it get started. Begin regular use of ANNUL this week. Or if you suffer now, begin relief in seconds with ANNUL. It relieves itch-irritation without local pain killers that can mask symptoms and postpone sound medical treatment. If your discomfort persists by all means see your doctor. Ask your doctor whether it isn't wise to use ANNUL with other medications.

Effective Deodorant: Women, especially, can be troubled with embarrassing odor. ANNUL is an effective deodorant foam because of its superior cleansing and antibacterial actions. Makes you feel fresher. Secure. Completely groomed.

Most people, after they have tried ANNUL, never use toilet tissue without it. And so inexpensive. You'll find ANNUL in your pharmacy.

**Annul™**  
The Personal Cleanser

the medicated foam that makes toilet tissue a soothing, antibacterial cleanser



"Faulkner Country," a Campbell Grant illustration for Armour's "American Lit Relit."

(Continued from Page 5) good many things in prose and verse about teen-agers and that I'd been preoccupied with material for that kind of book for many years. I took up adolescence as a disease, which I still think it is."

Armour believes that the low points of his life have been related to lack of political acumen. He recalls with chagrin the year 1933, when

he was newly married and teaching at the University of Freiberg in Germany. "I was completely deluded by Hitler," he says. "I didn't think that the Germans wanted war. I even lectured before the English-speaking colony there and said that I was 70% for and 30% against national socialism. It's incredible!"

Armour's humor is as readily discernible in prose

## Foreign vs. American Gals

(Continued from Page 8) female warriors" who inhabited provinces in Asia Minor. They lived alone and liked it—most of the time. Being human, however, they responded to their sex urges and the mating call at periodic intervals.

TRAVELING in a group, they'd visit a neighboring tribe and single out the ablest and strongest men they could find. Then, after a day-long or weekend session of amour, they'd return to their own all-female villages near the Black Sea.

To them, men were no more or less than a "necessary evil," unfit for day-to-day human companionship; to be taken and then cast aside when the urge struck them. Matriarchy also flourished among the Inca women of Peru and the Mayas of Central America for a long stretch.

In greatly modified form, it thrives to this day among the independent-minded women of Tehuantepec; an area in southern Mexico near Guatemala. But, as the young women's groups stress at all their meetings, the most satisfying and enduring relationships are these:

Wherein men and women are drawn together by admiration, respect, and love; treat each other with human consideration; make the policy of give-and-take their guide and delight in the adventure of companionship together.

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## He Wears Cap, Gown and Bells

as in poetry. After discussing the authorship of Shakespeare's plays, he concludes, "As anyone knows who has viewed the Shakespeare signatures, if he had written the plays, they would have been illegible."

ESPECIALLY noted for

his two-line and four-line verses, Armour has written such lines as:

"The older I get, the less I pine for  
Things I have to stand in line for."  
And "With pointed remarks I often agree,

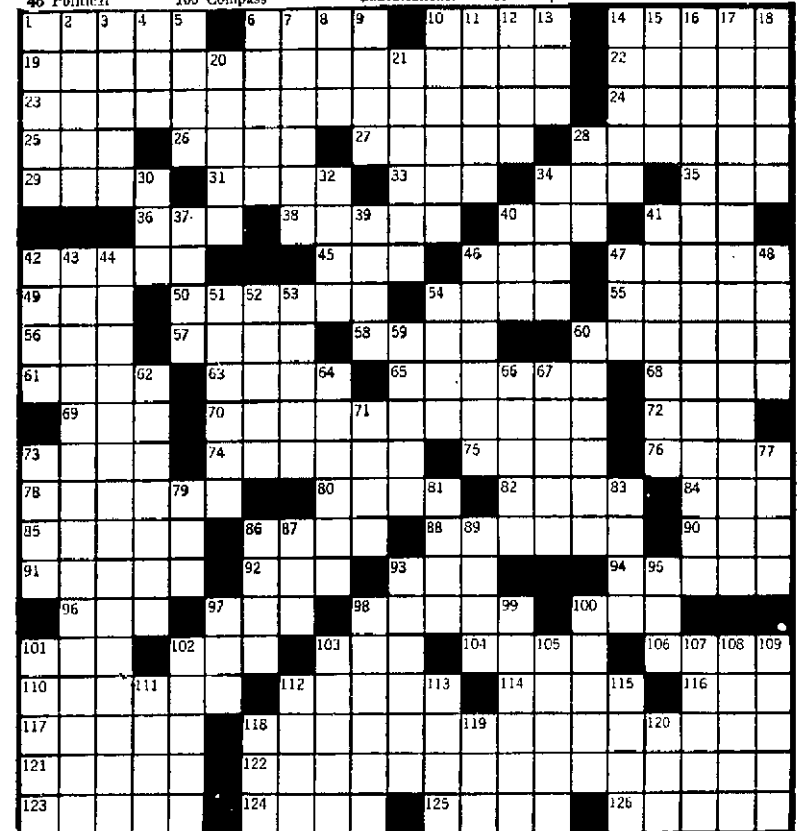
Provided they haven't been pointed at me."

How does Armour look upon his success at writing poetry? "It disproves the theory that one can't make a living at poetry," he says, "although one might not live exactly as he would wish."

## Southland Crossword Puzzle

Solution to Puzzle on Page 16

- By Leonard Goldberg**
- ACROSS**
- 1 Necessity for an orchestra leader.
  - 6 Beverages.
  - 10 Style of furniture.
  - 14 Bishop's headdress.
  - 19 Certain appliances: 2 words.
  - 22 Pains.
  - 23 Long John Silver and others: 2 words.
  - 24 Deposit of loam.
  - 25 Fowl.
  - 26 Work on 13 Down.
  - 27 Pinochle terms.
  - 28 King of England: 1017-55.
  - 29 Italian Renaissance family.
  - 31 Dueling sword.
  - 33 Man's nickname.
  - 34 "...the darling buds of —"
  - 35 Numbers.
  - 36 Empty talk: Slang.
  - 38 Melancholy: gloomy.
  - 40 — run.
  - 41 — Winstead Churchill.
  - 42 — Down: English race track.
  - 43 Furtive.
  - 46 Political organization.
  - 47 Miss Hayworth, and others.
  - 49 Latvian coin.
  - 50 Neck scarf.
  - 54 Pen points.
  - 55 Mediterranean island.
  - 56 Prefix, with "fite" and "igate."
  - 57 Insult.
  - 58 Footless.
  - 60 Golfer's aide.
  - 61 Wo is mel!
  - 63 Pronouns.
  - 65 Sacred books of Zoroastrianism.
  - 68 Hebrew lyre.
  - 69 Follower.
  - 70 New type of soldier.
  - 72 Return: Abbr.
  - 73 Astern.
  - 74 Kite bird.
  - 75 Reputation.
  - 76 Type of boat.
  - 78 Ailed.
  - 80 In —; in actual existence.
  - 82 — facto.
  - 84 Mao — lung.
  - 85 European blackbird.
  - 86 Party giver.
  - 88 What the Cheshire Cat did.
  - 89 Latin conjunctions.
  - 91 S American mountains.
  - 92 Part of NYC's subway system.
  - 93 Gratuity.
  - 94 Billiards stroke.
  - 96 High erag.
  - 97 A constellation.
  - 98 Tree trunks.
  - 100 Compass reading.
  - 101 Color.
  - 102 Cube.
  - 103 Small dog: Colloq.
  - 104 Delete, in printing.
  - 106 Enervates.
  - 110 Major planet.
  - 112 King of Scotland: 1306-29.
  - 114 Capital of Phoenicia.
  - 116 Read.
  - 117 Black and blue.
  - 118 Florentine painter-architect-engineer, etc.: 3 words.
  - 121 French river, into the Rhone.
  - 122 Concert of many railroads.
  - 123 Indian coins.
  - 124 Baseball or football.
  - 125 Lounge.
  - 126 Mean; ill-natured.
- DOWN**
- 1 Immerse.
  - 2 Buenos —.
  - 3 River, G England.
  - 4 S American wood sorrel.
  - 5 — for news.
  - 6 Dripping.
  - 7 Counted calories.
  - 8 Anglo-Saxon consonant.
  - 9 Genus of water parsnips.
  - 10 Deer's horn.
  - 11 Explosive; feast.
  - 12 Timetable abbreviations.
  - 13 Typewritten documents.
  - 14 Island group, SE Asia.
  - 15 Religious statue.
  - 16 — of America: 3 words.
  - 17 Supporters of Charles II of England.
  - 18 Letters.
  - 20 Certain works of art.
  - 21 Type of street: 2 words.
  - 28 Reef.
  - 30 Psychiatric term.
  - 32 Formerly.
  - 34 Surveyor's aids.
  - 37 Chalcids.
  - 39 Lion in a famous book.
  - 40 Hairdo.
  - 41 Native chiefs, in India.
  - 42 Lamb.
  - 43 An expert in usages of deliberative bodies.
  - 44 England's literary shrine: 3 words.
  - 45 — Bible.
  - 47 Famous initials, in electronics.
  - 48 Prophet.
  - 51 Slanted.
  - 52 Frie or Suez.
  - 53 Mr. Bing's concern.
  - 54 New: Comb. form.
  - 59 Roles.
  - 60 Foulle.
  - 62 Colonist.
  - 64 Most rational.
  - 66 European country.
  - 67 Rates of speed, in music.
  - 71 Trial.
  - 73 Sanctuary of an early church.
  - 77 — majesty.
  - 79 Engineering degrees.
  - 81 Wicked.
  - 83 Units of electrical resistance.
  - 86 Employ.
  - 87 Ancient English coin.
  - 89 Mimicked.
  - 93 Certain feline.
  - 95 Ruman bronze.
  - 97 Three-toed cloths.
  - 98 Rebound.
  - 99 Detonate: 2 words.
  - 100 Pinnacle of —.
  - 101 Oklahoma city.
  - 102 Dandies; top.
  - 103 Preface; introduction.
  - 105 Name in a Roberts title.
  - 107 Wild buffalo, of India.
  - 108 Lace border.
  - 109 Thorny; prickly.
  - 111 — Pinta.
  - 112 — Kun, onetime Hungarian leader.
  - 113 Is amiss.
  - 115 — Hunter; author: "Strangers When We Meet."
  - 118 Support.
  - 119 God: It.
  - 120 Negro.





# DETOUR TO FAME

## Or 'How Success Came to Tom Poston'

By RICK DU BROW

HOLLYWOOD (UPI)—All the world loves a success story, and so today I offer a success story. I will relate how I assured Tom Poston of success.

Tom, as you know, is one of the very best comedy actors around, and was quite a hit on Steve Allen's old network television program



TOM POSTON

along with Don Knotts, and has been on countless video panel shows. But for each man of success, there has been one fateful turn in the road, to coin a phrase.

The long chain of events that eventually led to Tom's success began, unbeknownst to him, when, in my senior year at Northwestern University in Evanston, Ill., I decided I needed some more pocket money. Show business was in my blood, to coin another phrase, and so after classes one day I walked over to the Showcase Theater, a local presenter of plays, and asked for a job as a salesman at the refreshment counter.

"THAT JOB is taken, but how would you like to be an actor?" A gentleman connected with the theater asked me.

I was suddenly dizzy with joy. I had read of such things happening—but now, to me... I immediately emblazoned the words on

my memory so that in the years to come, when a movie studio would prepare my biography, I would remember the exact moment that led to my stardom.

"We need another Brazilian sailor," the gentleman continued. "You will say a few words in Portuguese."

It turned out that the Showcase Theater was planning to put on "My Sister Eileen," starring Patsy Kelly as the older sister who, in one scene, winds up doing a wild conga with some Brazilian sailors. One of the roles in the play is that of a rather unscrupulous reporter, and the actor who had the part was Tom Poston.

PATSY, of course, was the star, and carried on courageously and brilliantly even though she told me she was appalled that Evanston was a dry town. But Tom was pretty hot stuff around Chicago at that time too. His reputation was building.

He was very friendly to me. I would say, "Hello, Tom," and he would look at me as though he faintly recognized me from some-

where. After a while he looked at me as though he recognized me less faintly. And then one day he said, "Hello there, Paul." We were friends.

After that, he would occasionally give me instructions about how to put on the dark makeup for my role. After the opening night, when the critics didn't have the discernment to note the promise that my line in Portuguese showed, he was a pal and gave me confidence. To this day, it is painful for me to give an actor a bad review.

Anyway, when the show ended its brief run, I asked Tom if he would be interested in looking at some comedy material I had written. He said, "Sure." He looked. We both decided he had something else in mind. Suddenly I was graduated and went into the Army, and Tom and I went our separate

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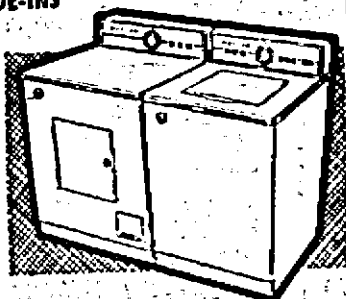
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# Gourmet's Guide

by **Tedd Thomey**

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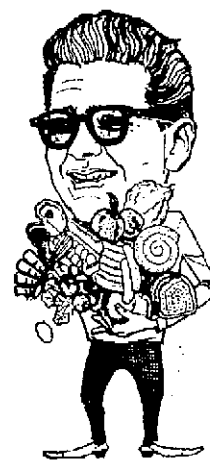
**ARE PEOPLE** who love oysters normal? Ask an oyster-lover and he'll reply emphatically: "Yes!" Ask an oyster-hater and he'll say, just as definitely: "No!"

Aware that I may be biting into controversy, I feel compelled to mention that oyster-lovers—be they normal or abnormal—are in seventh heaven these days at Jones Dining Room, 120 E. Fifth Street, which recently added fresh, fried oysters to its dinner menu.

And I want to add, hastily, that oyster-haters are in their element too at Jones Dining Room, because this large, pleasant establishment has one of the most diversified menus in town. Offered for the gustatory pleasures of its patrons are fresh fried shrimp, roast leg of lamb, roast beef, fried chicken, grilled salmon, scallops, turkey, chicken livers and many other entrees, served on fabulously large dinners at prices ranging from \$2.35 to \$2.65.

Young Harold A. Jones Jr., who doubles as host and purchasing agent for the restaurant, reports that fried oysters have become surprisingly popular since their introduction two months ago. The Dining Room serves them for \$2.40 with shrimp cocktail, soup, salad, potato, vegetable, hot rolls, beverage and dessert.

The Dining Room and adjacent Jones Cafeteria have long been two of the most thriving restaurants in downtown Long Beach. A recent beautification program, which nearly doubled the cafeteria's capacity (raising it to over 160), has resulted in a lively 30% in-



—Caricature by Pete Willette  
**HAROLD A. JONES JR.**  
Host and Buyer

crease in business. On a recent Sunday both restaurants served 1,900 diners with ease. Quite often these days over 1,000 guests are accommodated at luncheon, far more than at the average local restaurant.

Founded in 1929 by Mr. and Mrs. Harold Jones Sr., the restaurants are open daily and Sunday from 11 a.m. to 8 p.m.; closed Saturdays.

**SUNDAY TREAT**—One of the most pleasurable dining experiences I've ever encountered is the beef Stroganoff at the smart, continental Wayfarer's Restaurant, 2230 Pacific Coast Hwy., Lomita. Owned by Jimmy Richmond, a superb host well known in Long Beach, the Wayfarer prepares its Stroganoff with pieces of tenderloin, onions, mushrooms, wine and sour cream. It's \$3.75 with wild rice, relishes, soup, salad, beverage and dessert.

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- 6:30  
2 Troubled Self (USC)  
4 Our Legal Profile  
7 Guidelines: Petrology  
7:00 A.M.  
2 Capt. Kangaroo: Fire  
4 Today, Hugh Downs  
7 Scope: "Conducting"  
11 Mathematics In-Service  
7:30  
7 Pinky Lee Cartoons  
11 The Hobo Kelly Show  
7:45  
9 Cartoons-Comedies, to 10  
8:00 A.M.  
2 Panorama Pacific, Rowe  
7 Married Joan, J. Davis  
8:30  
7 The Count Marco Show  
9:00 A.M.  
2 News with Mike Wallace  
4 Make Room for Daddy  
5 The Market Place  
7 The Pamela Mason Show  
11 New Jack LaLanne Show  
13 News, George Nolan  
9:15  
5 For Kids Only (cartoons)  
13 Guideposts (to 11:30)  
9:30  
2 I Love Lucy, Lucille Ball  
4 (Clr) What's That Song?  
5 The Romper Room  
11 Movie: "Angels One-Five," Jack Hawkins  
10:00 A.M.  
2 Andy of Mayberry  
4 Concentration, H. Downs  
7 The Mike Douglas Show  
9 Rearing Children of Goodwill, Mrs. Clark Kerr, Judge Bernard S. Jefferson  
10:30  
2 The McCoy's, W. Brennan  
4 (Clr) Jeopardy, Fleming  
5 Wild Bill Hickok  
9 Movie: "Gay Falcon," George Sanders (41)  
11:00 A.M.  
2 The Love of Life  
4 (Clr) Say When, James  
5 Peter Gunn, C. Stevens  
11:30  
2 Search for Tomorrow  
4 (Clr) Truth-Consequences  
7 Chin Man, Peter Lawford  
9 Price Is Right, Bill Cullen  
9 Focus on America  
11 Sheriff John, J. Rovick

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| • Asthma          | • Diarrhea                | • Skin Trouble    |
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| • Boils           | • Eczema                  | • Stomach Trouble |
| • Cancers         | • Eye Trouble             | • Liver Trouble   |
| • Catarrh         | • Ear Trouble             | • Lumbago         |
| • Chills          | • Sore Throat             | • Nervousness     |
| • Constipation    | • Sore Bladder            | • Rheumatism      |
|                   | • Eczema                  | • Pain            |

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- 5 Popeye Cartoons  
7 Trailmaster: "Clara Duncan," Angie Dickinson  
9 Jungle, Great Zolar  
11 Sheriff John's Club Time  
13 (Color) Courageous Cat  
28 Science Reporter: MIT  
4:30

- 2 Movie: "Keep 'em Flying," Abbott & Costello  
5 Burns and Allen Show  
9 Astro Boy, Engineer Bill  
28 Heritage: "Intolerance"  
34 Escuela KMEX (English)  
5:00 P.M.

- 5 Shebang! Casey Kasem, Eddie Hodges, Ikettes  
7 News Hour, Baxter Ward  
9 Space Patrol, Eng. Bill  
11 Billy Barty & 3 Stooges  
13 The Lloyd Thaxton Show  
28 What's New? "Coins"  
5:30

- 9 People's Choice, J. Cooper  
11 The Mickey Mouse Club  
28 The Friendly Giant  
5:45

- 4 (Color) KNBC News  
28 Sing Hi—Sing Lo  
6:00 P.M.  
2 Big News, Jerry Dunphy  
4 (Clr) KNBC Nws, Latham  
5 (Color) Forest Rangers, Graydon Gould

- 7 Movie: "The Kettles in the Ozarks," Marjorie Main, Arthur Hunnicutt  
9 9th St. West, Sam Riddle  
11 Winchell-Mahoney Time  
13 (Color) Ruff 'n' Reddy  
28 Art of Seeing, E. Haas  
34 Noticiero 34 (News)  
6:30

- 4 Huntley-Brinkley Report  
5 Leave It to Beaver  
13 Yogi Bear (cartoons)

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- 23 4 Wilds of Man: Poetry  
7:00 P.M.  
2 Walter Cronkite, News  
"Old Tucson"  
5 Rifleman, Chuck Connors  
9 Honeymooners, Gleason  
11 Bachelor Father, John Forsythe, Harry Von Zell  
13 (Clr) Passport to Travel, Hal Sawyer: "Near East"  
28 Science Reporter: MIT  
7:30

- 2 The Munsters, Fred Gwynne. The Munsters sell their house and prepare to move when Herman's transferred to Buffalo—then change their minds while the wrecking crew's on its way.  
4 Daniel Boone, Fess Parker, George Gobel. Well-meaning, bumbling school teacher's belief that every man's nature is basically good leads him to give gunpowder to Shawnee braves.  
5 (Clr) It's a Small World: "Amazons" in 4 nations  
7 (Color) Jonny Quest. Another cancelled series begins repeats as the Quests run into arch-criminals in Mexico  
9 MEET—THEM? SCIENCE FICTION! James Whitmore, Edmund Gwenn (54)  
11 Tales of Wells Fargo  
13 TRUE ADVENTURE—  
★ WILDLIFE OF THE NORTH Bill Burrud shows hunt by color camera  
28 Speculation, Keith Berwick: "Changing Face of Communist World (pt. 2). Outside the USSR."  
8:00 P.M.

- 2 Perry Mason, Raymond Burr, Louise Latham, Julie Commars, Alan Reed Jr., Lloyd Corrigan. Playful pet cat provides Mason with a telltale clue to a baffling murder. (Mason is next season's only surviving bar-rister, with "Defenders" and "For the People" both folding.)  
5 (Color) Movie: "Sun Also Rises," Tyrone Power  
7 The Donna Reed Show. Jeff passes a note in class asking for a week-end skiing date, and it gets into the hands of the wrong girl.  
11 Lena (see box)  
13 SURVIVAL—NAZI BLITZ OF LONDON—TERRIFYING James Whitmore hosts.  
34 Lluvia de Estrellas  
8:30

- 4 Dr. Kildare, Richard Chamberlain, Angie Dickinson, Leslie Nielsen, James McMillan (pt. 2). Recovered, and engaged, Kildare is so ecstatic over his forthcoming marriage he's oblivious to Carol's flirtations and refuses to believe Burton's warning of her past.

- 2 Baileys of Balboa, Paul Ford. Sam finally decides to give in to adversity with unconditional surrender—and puts his property up for sale. (He might as well. Series folds after next week.)  
4 (Color) Hazel, Shirley Booth. Hazel inadvertently helps put a feather in George's legal cap when she buys an interest in the bakery he's been trying to get for a wealthy client.  
7 Peyton Place II, Ryan O'Neal. Revenge for two—direct for Rodney, de-vicious for Paul Hanley.  
34 Guitarras (guitarists)  
28 Jascha Heifetz Master Class (9:40). Premiere, recorded at USC Institute.  
9:40  
9 Clete Roberts, Yory  
10:00 P.M.  
2 The Defenders, B. G. Marshall, Murray Hamilton

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28 Cecil Brown; Moscow Story (8:40). Australian-filmed tour of Red Square, the Kremlin  
34 Casos y Cosas de Casa  
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- 4 JAMES ROOSEVELT—★ THE CONFERENCE CALL  
7 ABC's Nightlife, Pat Boone, Sheila MacRae, Homer and Jethro  
11:30  
2 Movie: "Love Letters," Jennifer Jones, Joseph Cotten (45)  
4 (Color) Tonight, Johnny Carson, Henry Morgan, Robert Murphy  
12:30  
13 Movie: "Escape to Glory," Pat O'Brien (40)  
1:00

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KAY STARR sings during "The Jimmy Dean Show" at 10 p.m. Thursday, channel 7.

- 7 My Three Sons, Fred MacMurray, Andy Devine. Robbie is drafted to replace a missing rabbit as the mascot for a temperamental horse  
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ton, George S. Irving, Brenda Vaccaro, Ossie Davis and wife Ruby Dee. After his client, protesting innocence, is sentenced to 15 years in prison for larceny, Preston receives an anonymous tip from a juror, and a door-to-door investigation reveals the evenly-split panel had agreed to base its decision on the turn of a card.

4 (Clr) Suspense Theatre: "Nobody Will Ever Know." Tom Tryon, David Lewis, Myrna Fahey, Pippa Scott. Moving story of the degradation a young research analyst faces when he marries the boss' daughter, and finally rebels against the "system," making a vengeful mistake which he then tries to rectify.

7 The Jimmy Dean Show, with Eddy Arnold, Kay Starr, Norm Crosby and the Village Stompers from an outdoor stage at Winter Haven, Fla. For the opener, Dean is water skiing and singing live, using transistor mike and ear plug to hear the orchestra.

9 Special '65: "Dreamers and Dissenters." Harry Golden looks back at the share-the-wealth and old age pension plans of the 30's, urged by Father Charles E. Coughlin, Huey Long and Long Beach's Dr. Francis E. Townsend.

11 George Putnam, News  
13 (Color) Vagabond: "Emerald of Nayarit"  
34 Sports: Debate Musical  
28 Eastern Wisdom (10:10): Buddhism and Science.  
10:30

5 Newscene, S. Chambers  
13 News, Johns-Fishman  
28 Cecil Brown (10:40)

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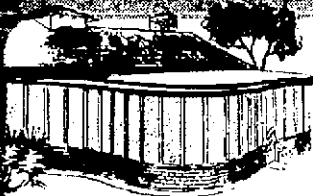
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Sunday, March 21, 1965

# TV Movie Tips

**SUNDAY**  
LOVE IS A Many Splendored Thing—7:30 p.m. in COLOR on channel 9. A 1955 movie with Jennifer Jones and Bill Holden. About the romance between an American war correspondent and an Eurasian doctor.

**TARAS BULBA**—9 p.m. in COLOR on channel 7. A 1962 film with Tony Curtis, Yul Brynner and Christine Kaufmann. About the Cossacks' fight against the Poles.

**SALOME**—11:15 p.m. on channel 2. A 1953 production with Rita Hayworth, Charles Laughton and Stewart Granger. Biblical drama about Salome doing the "Dance of the Seven Veils" in an attempt to save John the Baptist from being beheaded.

**MONDAY**  
THE FUGITIVE KIND—



SOPHIA LOREN AND BILL HOLDEN are featured in the movie "The Key" at 11:15 p.m. Saturday, channel 2. It's about the commanders of rescue tugboats during World War II.

11 p.m. on channel 11. Co-authored by Tennessee Williams, this 1959 film features Marlon Brando, Anna Magnani and Joanne Woodward. Smalltown women compete for attentions of

new arrival.  
**WEDNESDAY**  
YANKEE PASHA—6 p.m. in COLOR on channel 7. A 1954 movie with Jeff Chandler, Rhonda Fleming, Lee J. Cobb and Mamie Van Doren. Frontiersman travels halfway across the world to propose.

**THE LAST VOYAGE**—9 p.m. in COLOR on channel 4. About the behavior of individuals on a sinking ocean liner. A 1960 movie with Dorothy Malone, Robert Stack and George Sanders.

**FRIDAY**  
THE DI—7:30 p.m. on channel 9. A 1957 movie about a Marine drill instructor. Stars Jack Webb and Jackie Laughery.

**MOBY DICK**—8 p.m. on channel 11. A 1956 movie based on Herman Melville's novel about a white whale. Stars Gregory Peck and Richard Basehart.

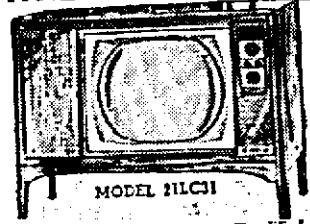
**TWO WOMEN**—10 p.m. and Saturday on channel 9. Won an Oscar for Sophia Loren. A 1960 Italian-French movie about a war widow and her daughter in Italy during World War II.



ELVIS PRESLEY and Dolores Hart provide the romance for the 1958 movie "King Creole" at 7:30 p.m. Monday, channel 9. It's about a high school boy who becomes a top singer.

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## List CBS-TV Films for Fall

Among movies acquired by CBS-TV (channel 2) for airing at 9 p.m. Thursdays in the fall are the following:

Burt Lancaster and Jean Simmons in "Elmer Gantry," Frank Sinatra and Laurence Harvey in "Manchurian Candidate," David Niven in "Best of Enemies," Richard Burton and Barbara Rush in "The Bramble Bush."

Glenn Ford and Donald O'Connor in "Cry for Happy," Spencer Tracy and Frank Sinatra in "The Devil at Four O'Clock," Glenn Ford and Lee Remick in "Experiment in Terror," Leslie Caron and David Niven in "Guns of Darkness."

Cliff Robertson in "The Internes," Jerry Lewis and Helen Traubel in "Ladies Man," Rosalind Russell and Alec Guinness in "Majority of One," Kim Novak and Jack Lemmon in "The Notorious Landlady."

Frank Sinatra and Dean Martin in "Oceans Eleven," Troy Donahue and Claudette Colbert in "Parish."

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by JACK ANDERSON

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March 21, 1965



# FRIDAY

March 26, 1965

## ★ PAID ADVERTISEMENT

- 6:30  
2 Beyond the Earth (USC)  
4 Our Legal Profile  
7 Guidelines: Gemology
- 7:00 A.M.  
2 Capt. Kangaroo: Spring  
4 Today, Hugh Downs  
with Addiss & Crofut,  
Yankee manager Johnny  
Keane  
7 Scoop: "Percussion"  
11 Soviet Arts: "Tolstoy"
- 7:30  
7 Pinky Lee, Cartoons  
11 The Hobo Kelly Show
- 7:45  
9 Cartoons-Comedies, to 10
- 8:00 A.M.  
2 Panorama Pacific, Rowe  
7 I Married Joan, J. Davis
- 8:30  
7 The Count Marco Show
- 9:00 A.M.  
2 News with Mike Wallace  
4 Make Room for Daddy  
(final show)  
5 For Kids Only (cartoons)  
7 The Pamela Mason Show  
11 New Jack Lalane Show  
13 News, George Nolan
- 9:15  
13 Guideposts (to 11:30)
- 9:30  
2 I Love Lucy, Lucille Ball  
4 (Clr) What's This Song?  
5 Romper Room  
11 Movie: "The Betrayal,"  
Philip Friend (Br-'56)  
13 Guidepost: Science (AS)
- 10:00 A.M.  
2 Andy of Mayberry  
4 Concentration, H. Downs  
7 The Mike Douglas Show  
with Pat O'Brien  
9 Movie: "Unholy Wife,"  
Diana Dors, Rod Steiger
- 10:15  
13 The Intelligent Parent:  
"An Easy Easter," with  
police from Balboa and  
Newport on resort week
- 10:30  
2 The McCoy's, W. Brennan  
4 (Clr) Jeopardy, Fleming  
5 Wild Bill Hickok
- 10:45  
13 Guidepost to Spanish II

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ESTIMATES

**GE 3-4971**

- 11:00 A.M.  
2 The Love of Life  
4 (Color) Say When, Art  
James (final show)  
5 Peter Gunn, C. Stevens
- 11:30  
2 Search for Tomorrow  
4 (Clr) Truth-Consequences  
(series shifts to 9 a.m.  
after today)  
5 Thin Man, Peter Lawford  
7 Price is Right, Bill Cullen  
9 Storybook Time  
11 Sheriff John, J. Rovick  
13 Teleplay: "Wild Luke's  
Boy," Alan Young
- 11:45  
2 The Guiding Light  
28 The Friendly Giant
- 12:00 NOON  
2 My Little Margie  
4 (Clr) Let's Make a Deal  
5 Topper, Leo G. Carroll  
7 The Donna Reed Show  
9 Bowery Boys Movie  
13 The Ann Sothern Show  
28 Months before Birth:  
"Nutrition"
- 12:30  
2 As the World Turns  
4 Moment of Truth  
5 The Ray Milland Show  
7 Father Knows Best  
11 Movie: "French Key,"  
Albert Dekker (46)  
13 Letters to the Manager  
28 Parents & Dr. Spock:  
"Trips with Children"
- 12:45  
13 Bill Johns, News
- 1:00 P.M.  
2 Password, Allen Ludden  
4 The Doctors, J. Pritchett  
5 (Clr) World Adventures  
7 Tennessee Ernie Ford  
(Ern's final show, with  
Jack Linkletter's "Rebus  
Game" debuting Mon.)  
9 Movie: "No Place to  
Hide," David Brian (56)  
13 Movie: "Apartment for  
Peggy," Jeanne Craig  
28 In-Clash Spanish, Social
- 1:30  
2 Art Linkletter H'se Party  
Sheila Graham talks  
about Liz and Richard  
4 Another World  
5 Movie: "Crystal Ball,"  
Paulette Goddard, Ray  
Milland (43)  
7 Girl Talk, Virginia Gra-  
ham, Eva Gabor
- 2:00 P.M.  
2 To Tell the Truth  
4 (Color) You Don't Say!  
7 Flame in the Wind
- 2:15  
11 Movie: "Weekend at the  
Waldorf," Lana Turner  
(45). Contrived version

- of "Grand Hotel,"  
230  
2 The Edge of Night  
4 Match Game, G. Rayburn  
7 Day in Court. New turn  
in child-beating case.  
9 On the Line, C. Roberts  
Goodwin J. Knight ad-  
vises how GOP can make  
comeback.
- 3:00 P.M.  
2 The Secret Storm  
4 Everything's Relative  
5 Newscene, S. Chambers  
7 General Hospital  
13 (Color) Rocky & Friends
- 3:15  
13 (Color) Felix the Cat
- 3:30  
2 The Jack Benny Show  
4 Movie: "Callaway Went  
Thataway," Fred Mac-  
Murray (51-1st run.)  
5 Bozo & His Friends  
7 The Young Marrieds  
9 (Clr) King & Oddie, Zolar
- 4:00 P.M.  
2 Life of Riley, W. Bendix  
5 Popeye Cartoons  
7 Trailmaster: "Emily  
Rossiter," Mercedes  
McCambridge  
9 Jungle, Great Zolar  
11 Sheriff John's Club Time  
13 (Color) Courageous Cat  
28 Planet Earth: "Gravity"
- 4:30  
2 Movie: "Wild Harvest,"  
Alan Ladd, Dorothy La-  
mour (47)  
5 Burns and Allen Show  
9 Astro Boy, Engineer Bill  
28 Discovery: "Ants"  
34 Escuela KMEK (English)
- 5:00 P.M.  
5 Shebang! Casey Kasem,  
Eddie Hodges with  
Dobie Gray  
7 News Hour, Baxter Ward  
9 Space Patrol, Eng. Bill  
11 Billy Barty & 3 Stooges  
13 The Lloyd Thaxton Show  
28 What's New? "Matti"
- 5:30  
9 The People's Choice  
11 The Mickey Mouse Club  
28 The Friendly Giant
- 5:45  
4 (Color) KNBC News  
28 Compass Rose: Moro
- 6:00 P.M.  
2 Big News, Jerry Dunphy  
4 (Clr) KNBC News, Latham  
5 (Color) Forest Rangers  
7 Movie: "Lone Texan,"  
Willard Parker (59)  
9 9th St. West, Sam Riddle  
11 Winchell-Mahoney Time  
13 RUFF 'N' REDDY—CRAZY  
★ CLUB FUN W/BOB ADKINS  
28 Science & Engineering  
Journal. Control of tem-  
peratures, humidity.  
34 Noticiero 34 (News)
- 6:30  
4 Huntley-Brinkley Report  
5 Leave It to Beaver  
13 (Color) Magilla Gorilla  
28 4 Worlds of Man: His-  
tory & Political Science
- 7:00 P.M.  
2 Walter Cronkite, News  
4 (Color) Yorty Political  
5 Rifleman, Chuck Connors  
9 Honey-m'ners, J. Gleason  
11 Bachelor Father  
13 HIGH & WILD—Fantasia  
★ NEHALEM DAY STORY  
Salmon and crab fishing,  
clam digging, in a family  
outing on the coast of

**SPECIAL**  
BASH!—New talent, plus  
established favorites in the  
pop, folk and rock 'n' roll  
field are showcased in a 90-  
minute music special at 8  
p.m., ch. 13. KRLL deejay  
Charlie O'Donnell, from the  
same rocking eleven-ten as  
the new daily "Shebang's"  
Casey Kasem, introduces  
the talent, which includes  
Eddie Cano, April and Nino,  
Freddie Cannon, Jackie De  
Shannon, Rick and the Ra-  
vens, Frankie Randall, Canni-  
bal and the Headhunters.

BOB HOPE in Viet Nam—  
In the closing moments of  
Hope's 90-min. January 15  
"Christmas Special," he re-  
marked that time permitted  
showing only a portion of  
South Vietnam films. Let-  
ters poured in to NBC, and  
the result's at 8:30 p.m., ch.  
4—a full-hour special de-  
voted to added footage from  
his Far Eastern tour, featur-  
ing Janis Paige, Anita Bry-  
ant, Anna Maria Alberghet-  
ti, Jerry Colonna, John Buh-  
bles, Miss World, Jill St.  
John and Les Brown's band.  
A new monologue is includ-  
ed, and a live-on-tape studio  
guest segment with Pulitzer  
Prize-winning cartoonist Bill  
Mauldin, just back from a  
Viet Nam assignment and a  
visit with his son at Pleicu

- Oregon's Tillamook  
county.  
23 The Creative Person:  
Georges Braque (painter).  
Exponent of cubism,  
collage.
- 7:30  
2 Rawhide, Eric Fleming,  
John Anderson. Retiring  
fort commandant steals  
the Army payroll as  
revenge for his unjust  
demotion—only to re-  
ceive word he's been  
vindicated and will be  
retired with full pay and  
honors.  
4 (Color) International  
Showtime, Don Ameche:  
"Fairland Circus."  
5 Movie: "Geronimo,"  
Preston Foster (49)  
7 (Color) The Flintstones  
(repeat). Jealous Fred  
decides to show up Wil-  
ma's old beau at his own  
game—rodeo riding.
- 8 JACK WEBB!  
★ "THE D.I." with  
Don Dubbins (57).  
Marine drill instructor  
has to straighten out a  
disturbed recruit.  
11 Tales of Wells Fargo  
13 TRAVEL QUIZ: STUMP THE  
★ TRAVEL EXPERTS. BURROD  
Maria Tallchief is guest  
28 Religions of Man: "Juda-  
ism." Ethical and ritual-  
istic law, the Torah and  
Ten Commandments.
- 8:00 P.M.  
7 Farmer's Daughter, Inger  
Stevens. Campaigning for  
the women's club

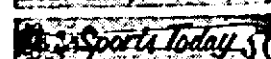
- presidency, Katy's too  
busy with electioneering  
and klatches for dating,  
and Morley's the one  
who's miffed.
- 11 Movie: "Moby Dick,"  
Gregory Peck, Richard  
Basehart, Leo Genn,  
Orson Welles (56).
- 11 BASH! POP MUSIC Special  
★ TOP SINGING STARS!  
(see box)  
28 Spectrum. Covers air  
pollution, an unusual  
carnivorous fungus, and  
the field iron microscope.
- 34 La Hora del Raul Astor
- 8:30  
2 Great Adventure, Van  
Heflin: "The Outlaw and  
the Nun," Joan Hackett,  
Andrew Prine, Leif  
Erickson (repeat). Teach-  
ing nun, in 1872, finds  
there's not only an aver-  
sion to education in the  
Colorado town, but also  
a positive dislike for law  
and order.
- 4 The Bob Hope Show in  
Viet Nam (see box)  
7 Addams Family, Carolyn  
Jones. Assuming her be-  
loved Gomez has been  
wiped out when the  
bottom dropped out of  
the stock market, Mor-  
ticia rallies the family to  
devise ways of earning  
money, saying she'll give  
fencing lessons.
- 28 Cecil Brown: Stories of  
Guy de Maupassant  
(8:40). Bachelor-themed.
- 34 Premier Orfeon

- 9:00 P.M.  
5 Ice Hockey (sports box)  
7 Valentine's Day, Tony  
Franciosa, Julia Benja-  
min, Joyce Van Patten.  
Val's young cousin, who  
is his house guest while  
her mother is being  
divorced, seems to have  
inherited her mother's  
dislike of all male adults.
- 9:30  
2 Gomer Pyle, USMC, Jim  
Nabors, Ronnie Schell,  
Karen Sharpe. Gomer  
and Duke find them-  
selves accidentally bound  
for Rome aboard the jet  
on which Duke's girl is  
stewardess.
- 4 Jack Benny Program.  
Shocked to learn that  
Dennis Day has never  
been inside a bank, Jack  
helps him make his first  
deposit—and pays a visit  
to his safety deposit  
vault while there.
- 7 FDR: "Rendezvous with  
Destiny." Roosevelt  
fights to reorganize the  
Supreme Court at home,  
and warns of the mount-  
ing crisis abroad with  
Hitler, Mussolini and  
Franco.
- 13 GEORGE SHEARING SHOW  
★ GUEST: CARMEN MACRAE  
34 Las Estrellas y Usted
- 9:40  
9 Cleto Roberts: Yorty  
28 Science & Engineering  
Journal: "Environmental  
Control"
- 10:00 P.M.  
2 Slattery's People, Rich-  
ard Crenna, Ed Wynn,  
Richard Kiley (repeat).  
Spry old man bicycles  
60 miles to the capital to  
ask Slattery's support  
in his fight against the  
closing of an unusual  
home for the elderly.  
(In CBS' vote recount on  
Slattery's loss to "Coro-  
net Blue," series won re-  
election for a second  
term next fall.)  
4 (Clr) Jack Paar Program  
with Peggy Lee, Dorothy  
Louden and Cindy  
Adams. Latter discusses  
Indonesia's President



HAZEL COURT is in-  
volved in a mutiny dur-  
ing "12 O'Clock High"  
at 10 p.m. Friday, chan-  
nel 7.

- Sukarno with Paar, and  
narrates a film portrait  
of the dictator at work  
and at play.
- 7 12 o'clock High, Robert  
Lansing, Larry Blyden.  
Savage loses his temper,  
and a conniving captain  
tries to build it up into  
a nervous breakdown.
- 9 Cinema IX: "Two Wom-  
en," Sophia Loren,  
Elenora Brown, Jean-  
Paul Belmondo, Raf  
Vallone (Ital-'60). Oscar-  
winning film of a widow  
and her 13-year-old  
daughter, attacked by  
retreating soldiers.
- 11 George Putnam, News  
13 Silents Please: "Blood &  
Sand."
- 34 Sports: Telecinema  
28 Cecil Brown (10:10)
- 10:30  
13 News, Johns-Fishman
- 11:00 P.M.  
2 News, Jerry Dunphy  
4 (Clr) KNBC News, Latham  
5 Plymouth Theatre—Color  
★ "Beneath the Reef"—Terry  
Moore and Robert Wagner  
with Richard Boone (53).  
Romance between off-  
spring of feuding sponge  
divers.
- 7 Baxter Ward, News  
11 (Clr) Movie: "Horse  
Soldiers," John Wayne.  
13 Movie: "California Pass-  
age," Forrest Tucker
- 11:15  
4 (Color) Tonight, Johnny  
Carson  
7 ABC's Nightlife, Pat  
Boone, Soupy Sales
- 11:30  
2 Movie: "Man in a Cocked  
Hat," Peter Sellers,  
Terry-Thomas (Br-'59)
- 12:15  
9 (Clr) Movie: "Big Trees,"  
5 Movie (12:20): "Toughest  
Man Alive," Dane Clark
- 12:30  
13 Movie: "Yellowneck,"  
1:00  
4 Movie: "An Act of Mur-  
11 Movies: "April Showers,"  
"After the Thin Man"  
and "Blackmail"
- 1:15  
2 Movie: "New Adventures  
of Tarzan."



WILL HOCKEY, 9 p.m.,  
ch. 5, has Jim Cox at San  
Francisco for the final tele-  
cast of the season, as the  
Seals host the L.A. Blades.

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# Personality Parade

Want the facts? Want to spike rumors? Want to learn the truth about prominent personalities? Write Walter Scott, PARADE, 733 Third Ave., New York 17, N.Y. Your full name will be used unless otherwise requested. Volume of mail received makes personal replies impossible.



**Q. The late Winston Churchill—is it true that he hated his father, Lord Randolph Churchill, that there was a cold father-son relationship?**—Ann Madison, Fairfield, Conn.

**A.** Churchill was born prematurely seven months after his parents married. He was sent off to school as a young boy. At Harrow he wrote his father a letter which began, "Dear Papa." His father admonished him never to use that salutation again but to write instead, "Dear Father." When Winston was 19, his father regarded him as a fool and accused him of becoming a "social wastrel." Churchill regarded his father with fondness and affection, wrote his biography, regretted many times that they had not been closer friends.



**Q. The Duchess of Windsor is 68. She looks 55. Is this because she gets a face-lift every six months?**—H. T., Bronxville, N.Y.

**A.** Reportedly the Duchess has had several face-lifts, but at longer intervals.

**Q. Whatever happened to actress Gloria Grahame?**—Jane Weatherley, Oxnard, Calif.

**A.** She suffered a nervous breakdown from which she's now recovered, recently lost custody of her daughter, Paulette, 8, to former husband Cy Howard.

**Q. Who said: "Liberty is a boisterous sea. Timid men prefer the calm of despotism?"**—Jack Hellman, Newark, N.J.

**A.** Thomas Jefferson.

**Q. Is it true that Sinclair Lewis used to sell plot ideas to Jack London?**—Carla Newcombe, Palo Alto, Calif.

**A.** True, when Lewis was a struggling young writer.

**Q. J. Frank Dobie, the late Texas historian, was given an honorary degree from Cambridge with the follow-**

**ing Latin citation, which I would like translated: "De bobus longicornibus quod ille non cognovit, inutile est aliis cognoscere."**—H. Dunn, Austin, Tex.

**A.** "What the gentleman doesn't know about long-horn cattle isn't worth knowing."



**Q. Basil O'Connor, president of the National Foundation—March of Dimes organization—is he on salary or an unpaid volunteer? If on salary, how much?**—C. L., Staten Island, N.Y.

**A.** O'Connor was unsalaried from 1938 to 1959, went on salary in 1959, refuses at this time to disclose his salary "except to legally constituted authorities to whom we have to say it." Best guess: from \$50,000 to \$75,000 per year, expenses included.



**Q. Prince Philip has a mother who is a nun. How old is she, and in what order is she a nun?**—F. Shevelson, Spring Valley, N.Y.

**A.** Princess Alice, mother of the Duke of Edinburgh, is 80. She is the Mother Superior of the Order of Martha and Maria, near Athens, Greece.

**Q. Beatle John Lennon—is he going to write more books?**—Sue Wyler, Columbus, Ohio.

**A.** Yes, he is working on a second, *A Spantard in the Works*.

**Q. How old is Crown Princess Beatrix of the Netherlands, and why can't they find a husband for her?**—V. O. L., Washington, D.C.

**A.** There is a shortage of eligible European princes. Beatrix is 27, wealthy, charming, but not particularly attractive.

**Q. Dr. Janet Travell, White House physician who took care of Kennedy—is she no longer with Johnson? Was she the first woman to be White House physician?**—Lora Crane, Wellesley, Mass.



**A.** Dr. Travell, 63 and a grandmother, recently resigned, returned to New York and her private practice of internal medicine. She will go down in the records as the first woman White House physician, although Dr. Susan Edson, a homeopathic physician, treated Pres. John Garfield for two months after he was shot in 1881. Her position, however, was then head nurse.

**Q. Gen. Maxime Weygand, commander of the French Army in World War II, was denied a funeral at the Invalides. Wasn't this because General De Gaulle carried a personal peece against Weygand?**—Louis Derain, Montreal, Que.

**A.** Weygand, according to knowledgeable persons, was incompetent, cowardly, fascistic. In 1940, when De Gaulle called upon the Army to continue resistance, Weygand, in command, advised the French government to capitulate. He became military chief for the Vichy government, reorganized the Vichy army in North Africa so that it fought against U.S. troops in the Allied landings. It was kind of De Gaulle that after World War II he didn't throw Weygand into jail, where many Frenchmen insist he belonged.



**Q. I've been told that Barbra Streisand now demands more money than the Beatles. Is this so?**—Elaine Cross, Miami, Fla.

**A.** Yes. She is asking \$35,000 a night guarantee against a percentage of the gross. The Beatles have asked for \$25,000 a night guarantee.

## Parade

THE SUNDAY  
NEWSPAPER MAGAZINE  
MARCH 21, 1965

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# CRITIC'S CORNER

Excerpted Reviews on Recent TV Shows

Program: "Wonderful World of Burlesque," a Danny Thomas special aired last Sunday on channel 4.

If burlesque, circa 1925, was this much fun let's bring it back. Had it been peopled with so many stars and given such lavish production, what passes for burlesque today would have never replaced it. For novelty, freshness and pure entertainment, down to the squealing line of chorus ponies, it was like opening the barn doors of the Ponderosa and letting a spring zephyr blow through. Also caught in the breeze what should be, and likely will, the highest rating of the night, week or month. "Bonanza" and all this, too.

Ringmaster, or whatever they called it in burlesque, Danny Thomas set it up, took it along at a sizzling pace and brought it off as one of NBC's finest hours. It had a nostalgic touch for the few and high carnival for the many.

Critic Helm of "Variety"

Many of the gags and routines were absolutely hoary, of course, but the nostalgic and engaging flavor of the hour made them seem just right. A sample of the comedy was the fellow carrying a case past a man and telling him, "I'm taking my case to court," and then later returning with a coathanger, saying, "I lost my suit." There can't be anything older than that, but it is so innocent it is funny still.

Critic Rick Du Brow of UPI

★ ★ ★

Program: "Alcoa Preview," aired last Sunday on channel 7.

"Preview," one of the occasional special programs in which Douglas Fairbanks Jr. purports to give television viewers an intimate peek at back-stage goings on, was meandering along its uninspired course when suddenly there was an explosion of gripping drama.

Fredric March and Florence Eldridge appeared in two short scenes from Lillian Hellman's play, "The Autumn Garden." On a bare stage and with two chairs for props, these fine performers, armed with a playwright's meaningful lines, literally pulled drowsy viewers to the edge of their chairs.

Critic Cynthia Lowry of AP

In one scene, the "new" Brigitte Bardot was seen draped around a machine-gun. Personally, I'll take the "old" Bardot in a bath towel.

Except for the talented performances of Fredric March and Florence Eldridge, the special was an hour-long commercial for an upcoming Broadway production and two movies.

I can hardly wait to miss them.

Critic Bert Resnik of "TeleVues"

Second issue of "Alcoa Preview" had some interesting moments, but the trouble with this behind-the-scenes type of show is (1) it has been done to death; (2) they cover such a wide variety of bases, the program is diluted of any focal or central appeal.

Critic Duke of "Variety"

## BERT'S EYE VIEW

### Ronald Reagan Pans Ratings 'Panic'

(Continued from Page 1)

stricken, Reagan suggests that television should follow the lead of other industries.

If a soap manufacturer, for example, suddenly finds he's selling less, he doesn't take his product off the market. He seeks the reasons why. When he finds out the negative of that why, he corrects it.

"Sometimes all it takes is a new wrapper," said Reagan.

FURTHER, Reagan believes that television should

#### 'A Go Go' Spreads

"Hollywood A Go Go," which made its television debut on channel 9 last Dec. 26, has been sold to six stations.

The stations are located in Miami, Ft. Worth, Tampa, New York, Washington and Chicago.

advertise itself as an industry.

In doing that, it should avoid promoting specific shows and should see that its advertisements are placed in spots other than on the TV pages of newspapers.

For, despite shortcomings, today's television is much better than the fare of 10 years ago, in his opinion.

"We need to aim at that one-third that isn't turning on their sets," he said.

One way to promote television would be to come up with an institutional slogan. Did Reagan mean a slogan like that of the theaters, "Movies Are Your Best Entertainment?"

Well, not exactly.

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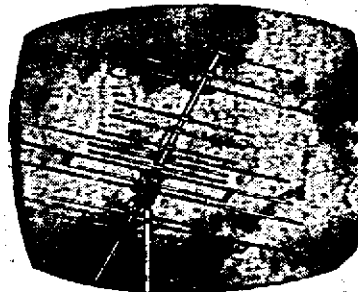
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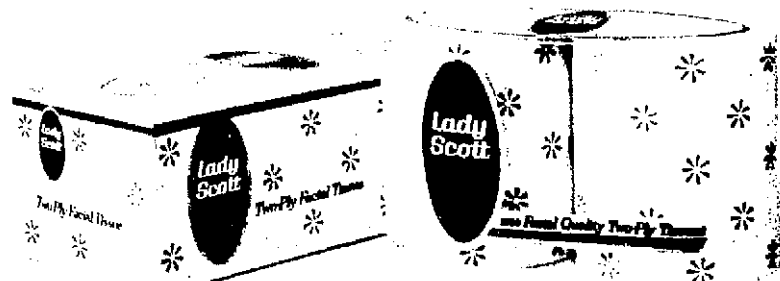
Fresh "touch ups" sprightly with solids



Smart "touch ups"  
so new with florals



Gay "touch ups" right with stripes



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# THE UNDERWORLD OF

WASHINGTON, D.C.

**S**cribbling away in his two-cell suite at the District of Columbia Jail here, Joseph Valachi, the nation's most celebrated squealer, on whose head the Cosa Nostra bosses have placed a \$100,000 price, has been writing his life story. In a crude, sprawling hand, he has been filling 20 to 30 pages a day with a saga he has entitled "The Real Thing" but which might also be called "Memoirs of a Stool Pigeon."

Prison authorities have banned publication of his book. But PARADE has seen a copy of the manuscript and checked the bizarre confessions against the findings of federal investigators. The story it tells is so shocking that it should be spread before the public to reveal the savage, sordid, treacherous jungle of organized crime—and to tell something about the nature of the informer himself.

For Valachi's book—1,150 pages long after being typed by Justice Department stenographers—goes far beyond anything he told the Senate Investigating Committee in his celebrated appearance a year ago. In it he reveals details and names perpetrators of long-unsolved gangland murders and sketches completely the complexities, the machinery and the shadow government of the Cosa Nostra. He cries for revenge against his old underworld boss, Vito Genovese, and spins out at length personal memories at once fascinating and revolting.

The Valachi of the "autobiography" is also quite different from the gravel-voiced "canary who sang like a crow" before the Senate. He is a man with a great deal more blood on his hands than he led senators to believe. While he implied to senators that he was a mere soldier in the Cosa Nostra ranks, the book shows him to have been a feared and deadly killer with little regard for human life. He also appears as a notoriety-seeker, a troublemaker and a bit of a paranoiac. He is coolly unrepentant, even matter-of-fact, about his past, describing murders in terms that another man might use to talk about a trip to the office.

There is one self-professed reason why Valachi wrote this remarkable book—to get even with Genovese, who ordered his murder as an informer and planted the "kiss of death" on him while they were cellmates in Atlanta Federal Penitentiary.

Yet it's obvious that Valachi is also trying to justify his life of crime—to appear as a "good guy."

Although he has confessed to federal agents involvement in 32 gangland murders, he never describes one in which he actually pulled the trigger. "He was always driving the car or making a telephone call when the shots were fired," says one federal investigator. Valachi also tries to make it appear that he was really a kindly killer. In one chilling episode, he describes how a Bronx racketeer nicknamed Joe Baker was gunned down in front of his wife. Valachi didn't think it was right to shoot Baker while she was standing there, but he was afraid his men would never get another chance, so they killed him before her horrified

eyes. In fact, they shot him in the back so many times that his overcoat disintegrated in a cloud of dust.

You also read with creeping flesh Valachi's apologetic account of the execution of a boyhood friend called "The Gap," who had once saved Valachi's life. The Gap was suspected by the mob of squealing. Valachi, because of the known closeness between the two, was assigned to finger him for the killers. The Gap came into a Bronx bar that Valachi ran. Valachi tried to warn him to skip the country, but, Valachi explains, the man was too drunk to understand, so he had no choice but to call the murder squad. Later, he says, he was pleased to learn that The Gap, as he lay dying, told a friend that he realized Valachi had been trying to tip him off.

Another time, Valachi tells how he went before mob chieftain Genovese to plead for the life of a friend. It was a mob rule, Valachi explains, that a man who "goes to the front" for a friend may end up getting the contract to kill him—and Valachi was prepared to do so if Genovese ordered it. But in this case the doomed man was allowed to live.

## He Was Encouraged to Write

Valachi actually began writing the book with the encouragement of investigators, who hoped he might thus reveal more information. They also considered it good therapy, for Valachi leads a solitary existence; he cannot mingle with other prisoners and has only a guard to talk to. He watches TV (he prefers late movies), reads the New York tabloids and works out with an exercise machine. Sometimes he cooks spaghetti on his own hot plate. But mainly he is idle, so when investigators gave him some lined, legal-size pads, he began writing eagerly. He worked at the book every day for eight months.

The finished product is not exactly a literary masterpiece—although several publishing firms have expressed interest in it. Valachi confesses that, until he went to Sing Sing Prison, he couldn't write and couldn't even read the street signs in his native Bronx. The book makes a thoroughgoing assault on all the rules of grammar, syntax, punctuation and capitalization, and some sentences are so clumsy and illiterate that you must read them three or four times to figure out the meaning. Written in Runyonesque, it spares the reader the Valachi profanity, substituting "Gee!" instead. It is a straight chronological narrative of Valachi's career, without chapters, punctuated by some purple asides and diatribes directed at Genovese, Anthony (Tony Bender) Strollo, his one-time sub-boss, and other gangland figures.

As the book tells it, Valachi began his life of crime at the age of 8. He and his brother, then 11, were lying in bed in their Bronx apartment one midnight when they were awakened by their parents arguing

about a dispossession notice. To escape the quarrel the boys went out, and, for lack of anything better to do, broke into a store. They stole two bags of Fairy Soap. The next day, they went around the neighborhood and sold the five-cent soap two cakes for a nickel.

## Only Meant to Scare the Teacher

Valachi did his first stretch at the age of 11. He was given two years in the New York Catholic Protectorate for hitting a teacher in the eye with a stone—although, he writes aggrievedly, he really only meant to scare her. At first, he says, he was a model inmate at the Protectorate—reciting his catechism, attending Holy Communion, abiding by all the rules. Thus he attained, he says, a state of grace—and this state brought him luck through the rest of his career.

Not long after leaving the Protectorate, however, he went into crime in earnest. He ran with a pack of fur-store thieves, and in flowing narrative he describes their straightforward, slam-bang approach to theft. They would drive up to a fur store, heave a garbage can lid through the window and scoop up all the furs in sight. The noise and the burglar alarm, of course, always brought the police, and they would escape among squealing tires, spattering bullets and shattering glass.

The gang had a number of narrow escapes, and on one occasion Valachi almost didn't make it. A policeman shot him in the head at point-blank range. His accomplices, after eluding pursuit, dumped the bleeding Valachi on the street and fired a few shots into the air, hoping to attract the police so that he would get medical attention. They came back an hour later to find him still lying there, so they hauled him to the office of an underworld doctor. The doctor, Valachi recalls, gave him a bottle of whisky as an anesthetic before beginning treatment.

After that, Valachi graduated into the big-time world of the Cosa Nostra. In the beginning he was a "soldier"—a mere worker in the ranks, as he described it before the committee. Before long, however, he was in command of an execution squad which both fingered men for death and carried out the "contracts." Valachi acknowledges being involved in the 32 murders, but investigators think he was being modest, for perhaps the only time in his life. During his career, they say, his goon squad was highly feared—one reason was its leader's callousness about killing and his erratic instability with a gun in his hand.

Many of New York's unsolved gang murders were accounted for by this group, according to Valachi. There was, for instance, the slaying of Eugenio Gianini, who was shot before dawn Sept. 21, 1952, in front of a Bronx athletic club, and whose body was later found face-up in a gutter several blocks away. Valachi's narration of this event gives some insight







# KILLER JOE VALACHI



Joe Valachi as he testified before Senate subcommittee.

into the character of the Cosa Nostra informer.

Giannini, it seemed, had been marked for death on orders of Lucky Luciano, who called him the "smartest stool pigeon who ever lived." Valachi's immediate superior, Tony Bender, gave the execution contract to him. One evening Giannini drifted into Valachi's bar. He started off by telling Valachi of an ominous feeling that he was about to die. But Valachi reassured him, patted him on the back, bought him drinks and then gave him \$40 to "have a good time" with a girl. (Valachi says gallantly that he knows the girl's name, but now she is married and he doesn't want to get her into trouble.) Then, as Giannini left the bar, he called the murder squad and had them carry out the contract.

Such loyalty to the mob was not likely to go unrewarded, and Valachi in those days lived high, by his own admission. He hung out at the tracks and made the rounds of the best bars and clubs. He dressed well and drove flashy cars. He also had an endless round of girl friends, and, like many a nostalgic 61-year-old, he glories in his recollection of them.

There was, for instance, Carol Jacobs (see photo). A young blonde, 30 years younger than Valachi, she became one of his girl friends at 15. The hard-bitten Valachi even wrote poetry to her. Federal agents were nonplussed to find this example among his papers: "Do you love your Joey boy?/If you don't love your Joey boy/He is going to die."

Valachi also praises his wife, whom he addresses as "Mommy." She was a saint even though she was "mad at me," Valachi wrote. She had "a lot of class." There was not a woman on earth who was better than "Mommy," although, he was careful to point out, there were some who were her equal.

A third woman who comes in for Valachi's praise is Anna Genovese, wife of Vito, and in one long and remarkable aside, he addresses himself directly to her.

This "wonderful person" should know, he says, that Genovese was having her followed—but that, in spite of it, he really loved her. He just never told her so because he had to keep his pride before the mob. When they were in Atlanta together, Valachi writes, Genovese repeatedly asked if he had ever "heard anything" about Anna. Reassured that Valachi had not, the gang chieftain broke down and cried. "You loved him so much what happened Anna?" Valachi writes. "Did he kill your love the way he killed mine?"

When writing about Genovese himself, Valachi's hatred fairly crackles. At one point Valachi describes Genovese as first on his "stink list." In fact, he condemns all the mob bosses—most of them "stink," and other soldiers would agree with him if they were not afraid for their lives, he says.

## He Couldn't Obey the Gang Rules

Throughout his career, Valachi was in trouble with gangland leaders. Tempestuous, volatile, unstable, he repeatedly smashed the rules the Cosa Nostra had set up to govern the behavior of its soldiers. One of the most fascinating—and revealing—parts of the Valachi autobiography is his description of the mob rules and the elaborate structure of courts and avenues of appeal (called "carpets" and "tables") which dealt with transgressors.

Death, reports Valachi, is the penalty for exposing the secret of Cosa Nostra. Death is the penalty for violating another member's wife. Death is the penalty for telling wives anything about the Cosa Nostra. Death is the penalty for disobedience of orders. Kidnapping is forbidden. Hitting another member with your hands is forbidden. Procuring is forbidden—although, according to Valachi, this rule was often violated in practice.

To try violators, explains Valachi, there was a formal court, complete with spokesmen for both sides and a boss as "judge." Valachi was called before such a carpet after the Giannini murder. It seemed that his crew of killers, in perpetrating the murder in front of a club, had inadvertently drawn police attention to a mob-run crap game that went on there. Genovese was furious and ordered Valachi disciplined. Valachi contends this was a rank injustice, since he only gave the order and was not present when the killing was done.

Valachi gives an even more detailed description of being called before a table when he and a partner in his Bronx bar got into an argument about a division of the profits. They had actually come to blows in the kitchen—a clear-cut violation of the rule against assault and battery. The two men went before a table presided over by the late, notorious Albert Anastasia.

Tony Bender, Valachi's sub-boss, represented him. Another gangland figure represented the partner. Anastasia first dressed each man down, then listened

as their underworld mouthpieces spoke for them. After hearing both, he delivered a lecture, mainly addressed to Valachi, in which he warned against taking the law into his own hands—noting that this kind of conduct started gang wars. Then he ordered Valachi to pay the partner "a couple of thousand dollars." When the partner protested, Anastasia cut him off. From the decisions of a table, there was no appeal.

## Soldiers Get Full Hearing

Soldiers did have a way out in one instance, however, according to Valachi. Neither bosses nor underbosses could have a soldier killed without a full hearing. This was called before seven men—six, Valachi points out, might divide three and three—who had the final say on whether the soldier lived or died. This was a new rule added in the recent days of Cosa Nostra.

Valachi himself, if he fell into mob hands, would be executed summarily today. Newspaper headlines have told the story of how, given the "kiss of death" by Genovese, he bludgeoned to death another Atlanta inmate mistaking the man for the underworld enforcer Joseph (Joe Beck) DiPalermo. But his book tells, for the first time, his version of how he happened to be branded an informer.

According to Valachi, it was a put-up job by federal authorities. Agents called him out of a prison bullpen and talked to him for four hours. According to Valachi, they tried to make it appear that he was giving them information. Actually he told them nothing at the time—a fact confirmed by the agents. But suspicion had been aroused among the other inmates. Whispers quickly spread that he had squealed.

Valachi, in his distress, tried to send a message to George Gaffney, then head of the New York City office of the Federal Narcotics Bureau, now a deputy narcotics commissioner. The message never reached Gaffney, but, Valachi claims, Genovese learned about the attempt. The word went out that the informer must be killed.

As Valachi tells it, he then became panicky. He determined that he was not going to die alone. Anyone trying to kill him would be killed himself. For revenge on Genovese, he decided that exposure of the mob would be worse for Genovese than death.

The rest is history. If there is a moral to Valachi's story, it is that the underworld is real and not just a figment of the crime writer's imagination. No crime is too vicious for the Cosa Nostra lords and hirelings.

Valachi, in his remarkable manuscript, points out that he is today alone in the world. He has been marked for death for two years and he has nothing to lose by exposing others and telling his story. He has, he maintains in conclusion, only one purpose in writing: a hope that the American people will learn from his experience and wipe out the mob.



Before notoriety, Joe Valachi, underworld squealer, posed in Bronx bar with girl friend Carol Jacobs. Valachi claims he now has no contact with family or friends.



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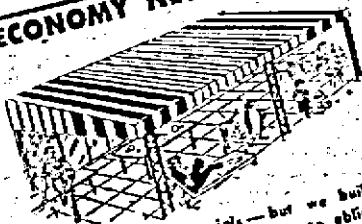
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Delon with wife and son, who he is determined will know happy home life.

## **ALAIN DELON** **IDOL OF EUROPE'S TEENAGERS** **INVADES THE U.S.**

by LLOYD SHEARER

**C**ary Grant is 61. Charles Boyer is 65. John Wayne is 58. Jimmy Stewart is 56. Rock Hudson is 40. Frank Sinatra is 49. Marlon Brando is 40. Walter Pidgeon is 68. Richard Burton is hitting 40. Burt Lancaster is 52. Bing Crosby is 63. Jack Lemmon is 40. Henry Fonda is 60. Paul Newman is 40. Bob Hope is 61.

With the exception of Elvis Presley, 30, there is no Hollywood male star under 40 who means very much at the box office.

The age group which constitutes the single largest segment of the movie-going audience occupies the 13 to 25 range.

These regulars, teenage girls for the most part, cannot be expected to react to leading men who are old enough to be their fathers and grandfathers.

It is difficult for a 16-year-old, however precocious, to watch a film and imagine herself Cary Grant's wife or girl friend. The old boy, despite the painstaking and loving care he has accorded that marvelously preserved face of his, is just a bit too old.

Youth calls to youth, a truism the movie moguls have never lost sight of, which is why they have tried to build to stardom such comparative young newcomers as Troy Donahue, George Hamilton, George Segal, Steve McQueen, George Peppard and even Robert Goulet, none of whom has yet made it where it counts—at the box office.

MGM, which at one time lassoed into its corral the largest number of

star attractions in film history, is trying this year with Alain Delon, a 29-year-old Frenchman. Delon not only ranks number one with the Parisian bobby-sox crowd but strangely enough is the recognized top film attraction in Japan, where he is known as "the French Jimmy Dean."

Delon is one of those slim, lithe, sultry, dark-haired, blue-eyed, narcissistic French lovers, handsome and debonair, generating an unbeatable compound of sex appeal and worldliness which attracts both teenagers and their mothers.

At Metro they refer to him as "our young Charles Boyer." Executives proudly confide "the mail girls and the secretaries here simply swoon when they see him coming. He has that bedroom-stride, you know."

Whatever "bedroom-stride" may be, Alain Delon, highest-paid of the French movie idols, also boasts a definite acting talent. Assuredly this is no requisite for film stardom, but to him it is evidence that he is not taking \$250,000 a film under false pretenses.

Delon has just finished his first Hollywood film, *Once a Thief*, a melodrama in which he plays an ex-thief who dies in the last reel. His co-star in the production is Ann-Margret, a delightful singer from Wilmette, Ill., who as yet has not learned to act. MGM hired Jeff Corey, one of the best drama coaches in town, to help Annie through the film, and she does a creditable job. She is overpowered, however, by Delon, who has had the benefit of prior direction by such European masters as René

*continued on page 8*



# Parade

*THE NEWS & Independent - Press - Telegram*

PARADE SPECIAL REPORT:  
THE UNDERWORLD  
OF KILLER  
JOE VALACHI

by JACK ANDERSON

ALAIN DELON AND WIFE:  
IDOL OF EUROPE'S TEENAGERS  
INVADES THE U.S.

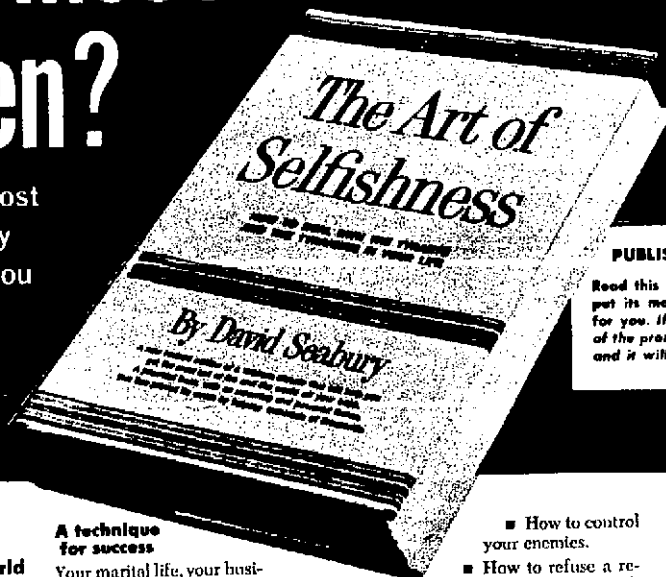


March 21, 1965



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**Q. The late Winston Churchill—is it true that he hated his father, Lord Randolph Churchill, that there was a cold father-son relationship?**—Ann Madison, Fairfield, Conn.

**A. Churchill** was born prematurely seven months after his parents married. He was sent off to school as a young boy. At Harrow he wrote his father a letter which began, "Dear Papa." His father admonished him never to use that salutation again but to write instead, "Dear Father." When Winston was 19, his father regarded him as a fool and accused him of becoming a "social wastrel." Churchill regarded his father with fondness and affection, wrote his biography, regretted many times that they had not been closer friends.



**Q. The Duchess of Windsor is 68. She looks 55. Is this because she gets a face-lift every six months?**—H. T., Bronxville, N.Y.

**A. Reportedly** the Duchess has had several face-lifts, but at longer intervals.

**Q. What happened to actress Gloria Grahame?**—Jane Weatherley, Oxnard, Calif.

**A. She suffered** a nervous breakdown from which she's now recovered, recently lost custody of her daughter, Paulette, 8, to former husband Cy Howard.

**Q. Who said: "Liberty is a boisterous sea. Timid men prefer the calm of despotism?"**—Jack Hellman, Newark, N.J.

**A. Thomas Jefferson.**

**Q. Is it true that Sinclair Lewis used to sell plot ideas to Jack London?**—Carla Neucombe, Palo Alto, Calif.

**A. True,** when Lewis was a struggling young writer.

**Q. J. Frank Dobie, the late Texas historian, was given an honorary degree from Cambridge with the follow-**

**ing Latin citation, which I would like translated: "De bobus longicornibus quod ille non cognovit, inutile est alius cognoscere."**—H. Dunn, Austin, Tex.

**A. "What the gentleman doesn't know about long-horn cattle isn't worth knowing."**



**Q. Basil O'Connor, president of the National Foundation—March of Dimes organization—is he on salary or an unpaid volunteer? If on salary, how much?**—G. L., Staten Island, N.Y.

**A. O'Connor** was unsalaried from 1938 to 1959, went on salary in 1959, refuses at this time to disclose his salary "except to legally constituted authorities to whom we have to say it." Best guess: from \$50,000 to \$75,000 per year, expenses included.



**Q. Prince Philip has a mother who is a nun. How old is she, and in what order is she a nun?**—F. Shevelson, Spring Valley, N.Y.

**A. Princess Alice,** mother of the Duke of Edinburgh, is 80. She is the Mother Superior of the Order of Martha and Maria, near Athens, Greece.

**Q. Beatle John Lennon—is he going to write more books?**—Sue Wyler, Columbus, Ohio.

**A. Yes,** he is working on a second, *A Spaniard in the Works*.

**Q. How old is Crown Princess Beatrix of the Netherlands, and why can't they find a husband for her?**—V. O. L., Washington, D.C.

**A. There is a shortage** of eligible European princes. Beatrix is 27, wealthy, charming, but not particularly attractive.

**Q. Dr. Janet Travell, White House physician who took care of Kennedy—is she no longer with Johnson? Was she the first woman to be White House physician?**—Lora Crane, Wellesley, Mass.



**A. Dr. Travell,** 63 and a grandmother, recently resigned, returned to New York and her private practice of internal medicine. She will go down in the records as the first woman White House physician, although Dr. Susan Edson, a homeopathic physician, treated Pres. John Garfield for two months after he was shot in 1881. Her position, however, was then head nurse.

**Q. Gen. Maxime Weygand, commander of the French Army in World War II, was denied a funeral at the Invalides. Wasn't this because General De Gaulle carried a personal peeve against Weygand?**—Louis Derain, Montreal, Que.

**A. Weygand,** according to knowledgeable persons, was incompetent, cowardly, fascistic. In 1940, when De Gaulle called upon the Army to continue resistance, Weygand, in command, advised the French government to capitulate. He became military chief for the Vichy government, reorganized the Vichy army in North Africa so that it fought against U.S. troops in the Allied landings. It was kind of De Gaulle that after World War II he didn't throw Weygand into jail, where many Frenchmen insist he belonged.



**Q. I've been told that Barbra Streisand now demands more money than the Beatles. Is this so?**—Elaine Cross, Miami, Fla.

**A. Yes.** She is asking \$35,000 a night guarantee against a percentage of the gross. The Beatles have

asked for \$25,000 a night guarantee.

## Parade

THE SUNDAY  
NEWSPAPER MAGAZINE  
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## ALAIN DELON *continued*

Clément (*Purple Noon*), Luigi Visconti (*Rocco and His Brothers*), Michelangelo Antonioni (*Eclipse*) and Julien Duvivier (*The Devil and the Ten Commandments*).

Once a *Thief* will be released in Japan next month, because Delon has such a large, enthusiastic following there, will then play the American drive-in circuit sometime this summer.

"I think," says Delon, in a young, fearless approach to beginner's English, "this picture have a chance. I hope it. I want it to be successful. Then I am in demand. More films. I work here. Then I stay. I think is good place California to raise children. For children is best, required absolutely to have one home, steady home, know where they belong. It is most important."

After two liaisons, widely publicized in Europe, with Brigitte Auber and Romy Schneider, the young actor was married last August to Francine Canovas (stage name—Nathalie Barthelmet), who has since given birth to their son.

Delon is determined that his boy will know a happy home life, because his was so far removed from one.

Alain was born on November 8, 1935, in Sceaux, a suburb of Paris. His parents were divorced when he was 4, then married different partners.

"I did not like my father's wife," Delon explains, "and I did not like my mother's new husband. Always I in the middle. I was exchanged, come and go, back and forth. I was not happy. I was maybe not wanted. They send me to schools. I expelled from three, one after the other. Finally when I am 14, I say, 'To hell with this. I go to Chicago.' I decide to hide on boat with my friend. His uncle lives in Chicago."

## ONE MAN'S MEAT

The two potential stowaways didn't get far before the police caught them and phoned Delon's mother. She took Alain to her home in Bourg-la-Reine, where her new husband ran a butcher shop. The good man tried fruitlessly to teach his stepson the trade. Young Delon learned how to prepare cooked meats and hors d'oeuvres, but when he reached 17, he escaped from "my unhappy situation" by enlisting in the marine corps.

As a marine he was a semi-incorrigible, spent much time in the brig, was eventually shipped to the war in Vietnam, where he fought against the Viet-Minh rebels.

Honorably discharged a corporal, he returned to Paris, penniless. To support himself he worked as a bus-boy, a waiter, a salesman, a porter in Les Halles, the giant Paris produce market. He lived in Pigalle, in a cheap rented room, would sit endlessly in sidewalk cafes, nursing a drink. At one of these cafes he was first noticed by a cute little French actress, Brigitte Auber. Quickly she "adopted" him.

She introduced him to her movie friends, took him to the



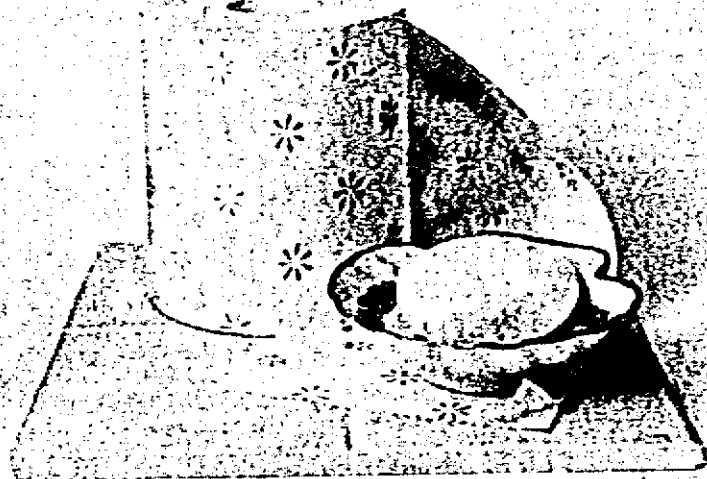
Vacationing in Mexico before coming to Hollywood, Delon, idol of Europe's teenagers, goes horseback riding on Acapulco beach.



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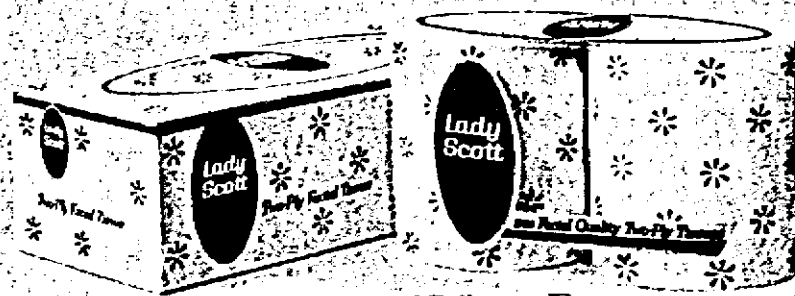
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Cannes Film Festival in 1957. There, in a borrowed suit, he was spotted by Henry Willson, a talent agent who specializes in discovering handsome young men, renaming and introducing them to Hollywood. A few Willson discoveries are Rock Hudson (originally Roy Scherer), John Saxon (Carmen Orrico), Tab Hunter (Arthur Gelien), Troy Donahue (Merle Johnson), Rory Calhoun (Francis McCown).

Willson flew Alain Delon to Rome, where David Selznick was filming *A Farewell to Arms*. Following a screen test, Selznick offered Delon a contract contingent upon the young man's learning English.

"I thought very much," Delon says, "about Hollywood. But then I meet Yves Allegret, a French director in Paris. And he told me, 'Much better if you learn the business in Paris.' So I stay, and he put me in my first film, *Quand La Femme S'en Mêle* (When the Woman Butts In)."

Two pictures later, Alain Delon was starring opposite one of Europe's most popular actresses, Romy Schneider, in *Christine*. They fell in love as a result of working together, and from 1959 to 1963 theirs was the most intensely reported romance in Europe.

"Who needs the prison of marriage?" Romy Schneider demanded. "Alain and I have each other." That was the type of reportage which flooded film circles.

In 1959 Delon starred in *Purple Noon*, a production which caught the imagination of the fans. Directed by René Clément, the picture won Japan's award as "Best Film of the Year." Delon became typed as one of "those difficult young lovers—like Jimmy Dean, Marlon Brando." Once he finished playing the Italian Rocco in Visconti's *Rocco and His Brothers*, he was established as a screen favorite in France and all of Europe. Stage and screen roles then followed with Brigitte Bardot, Jane Fonda, Burt Lancaster, Jean Gabin, Monica Vitti.

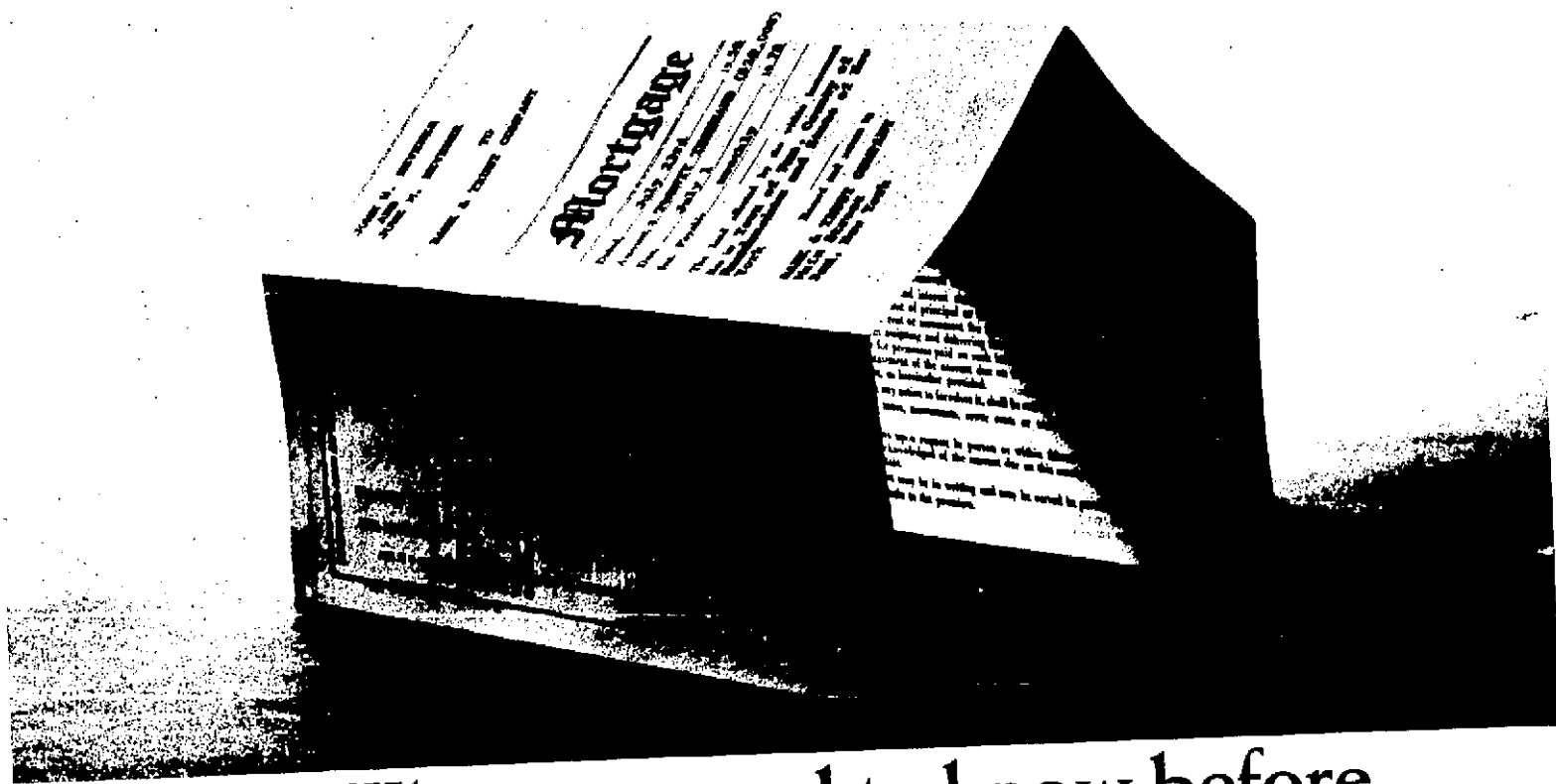
Last year, after he had finished *Yellow Rolls-Royce* in Europe, MGM decided to bring Delon to this country and give him the Hollywood treatment. Before he left France, however, he surprised many of his friends by marrying Francine Canovas.

With their baby son, they live now in the grand style in a sprawling Beverly Hills mansion complete with maids, swimming pool, gardeners and great Danes.

"Is good way to live," says Delon. "Very good for children, gives them a feeling of *amour et sécurité*."



Once a Thief is Delon's first Hollywood film, co-starring singer Ann-Margret.



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# THE UNDERWORLD OF

WASHINGTON, D.C.

**S**cribbling away in his two-cell suite at the District of Columbia Jail here, Joseph Valachi, the nation's most celebrated squealer, on whose head the Cosa Nostra bosses have placed a \$100,000 price, has been writing his life story. In a crude, sprawling hand, he has been filling 20 to 30 pages a day with a saga he has entitled "The Real Thing" but which might also be called "Memoirs of a Stool Pigeon."

Prison authorities have banned publication of his book. But PARADE has seen a copy of the manuscript and checked the bizarre confessions against the findings of federal investigators. The story it tells is so shocking that it should be spread before the public to reveal the savage, sordid, treacherous jungle of organized crime—and to tell something about the nature of the informer himself.

For Valachi's book—1,150 pages long after being typed by Justice Department stenographers—goes far beyond anything he told the Senate Investigating Committee in his celebrated appearance a year ago. In it he reveals details and names perpetrators of long-unsolved gangland murders and sketches completely the complexities, the machinery and the shadow government of the Cosa Nostra. He cries for revenge against his old underworld boss, Vito Genovese, and spins out at length personal memories at once fascinating and revolting.

The Valachi of the "autobiography" is also quite different from the gravel-voiced "canary who sang like a crow" before the Senate. He is a man with a great deal more blood on his hands than he led senators to believe. While he implied to senators that he was a mere soldier in the Cosa Nostra ranks, the book shows him to have been a feared and deadly killer with little regard for human life. He also appears as a notoriety-seeker, a troublemaker and a bit of a paranoid. He is coolly unrepentant, even matter-of-fact, about his past, describing murders in terms that another man might use to talk about a trip to the office.

There is one self-professed reason why Valachi wrote this remarkable book—to get even with Genovese, who ordered his murder as an informer and planted the "kiss of death" on him while they were cellmates in Atlanta Federal Penitentiary.

Yet it's obvious that Valachi is also trying to justify his life of crime—to appear as a "good guy."

Although he has confessed to federal agents involvement in 32 gangland murders, he never describes one in which he actually pulled the trigger. "He was always driving the car or making a telephone call when the shots were fired," says one federal investigator. Valachi also tries to make it appear that he was really a kindly killer. In one chilling episode, he describes how a Bronx racketeer nicknamed Joe Baker was gunned down in front of his wife. Valachi didn't think it was right to shoot Baker while she was standing there, but he was afraid his men would never get another chance, so they killed him before her horrified

eyes. In fact, they shot him in the back so many times that his overcoat disintegrated in a cloud of dust.

You also read with creeping flesh Valachi's apologetic account of the execution of a boyhood friend called "The Gap," who had once saved Valachi's life. The Gap was suspected by the mob of squealing. Valachi, because of the known closeness between the two, was assigned to finger him for the killers. The Gap came into a Bronx bar that Valachi ran. Valachi tried to warn him to skip the country, but, Valachi explains, the man was too drunk to understand, so he had no choice but to call the murder squad. Later, he says, he was pleased to learn that The Gap, as he lay dying, told a friend that he realized Valachi had been trying to tip him off.

Another time, Valachi tells how he went before mob chieftain Genovese to plead for the life of a friend. It was a mob rule, Valachi explains, that a man who "goes to the front" for a friend may end up getting the contract to kill him—and Valachi was prepared to do so if Genovese ordered it. But in this case the doomed man was allowed to live.

## He Was Encouraged to Write

Valachi actually began writing the book with the encouragement of investigators, who hoped he might thus reveal more information. They also considered it good therapy, for Valachi leads a solitary existence; he cannot mingle with other prisoners and has only a guard to talk to. He watches TV (he prefers late movies), reads the New York tabloids and works out with an exercise machine. Sometimes he cooks spaghetti on his own hot plate. But mainly he is idle, so when investigators gave him some lined, legal-size pads, he began writing eagerly. He worked at the book every day for eight months.

The finished product is not exactly a literary masterpiece—although several publishing firms have expressed interest in it. Valachi confesses that, until he went to Sing Sing Prison, he couldn't write and couldn't even read the street signs in his native Bronx. The book makes a thoroughgoing assault on all the rules of grammar, syntax, punctuation and capitalization, and some sentences are so clumsy and illiterate that you must read them three or four times to figure out the meaning. Written in Runyonese, it spares the reader the Valachi profanity, substituting "Geel" instead. It is a straight chronological narrative of Valachi's career, without chapters, punctuated by some purple asides and diatribes directed at Genovese, Anthony (Tony Bender) Strollo, his one-time sub-boss, and other gangland figures.

As the book tells it, Valachi began his life of crime at the age of 8. He and his brother, then 11, were lying in bed in their Bronx apartment one midnight when they were awakened by their parents arguing

about a dispossession notice. To escape the quarrel the boys went out, and, for lack of anything better to do, broke into a store. They stole two bags of Fairy Soap. The next day, they went around the neighborhood and sold the five-cent soap two cakes for a nickel.

## Only Meant to Scare the Teacher

Valachi did his first stretch at the age of 11. He was given two years in the New York Catholic Protectorate for hitting a teacher in the eye with a stone—although, he writes aggrievedly, he really only meant to scare her. At first, he says, he was a model inmate at the Protectorate—reciting his catechism, attending Holy Communion, abiding by all the rules. Thus he attained, he says, a state of grace—and this state brought him luck through the rest of his career. Not long after leaving the Protectorate, however, he went into crime in earnest. He ran with a pack of fur-store thieves, and in flowing narrative he describes their straightforward, slam-bang approach to theft. They would drive up to a fur store, heave a garbage can lid through the window and scoop up all the furs in sight. The noise and the burglar alarm, of course, always brought the police, and they would escape among squealing tires, spattering bullets and shattering glass.

The gang had a number of narrow escapes, and on one occasion Valachi almost didn't make it. A policeman shot him in the head at point-blank range. His accomplices, after eluding pursuit, dumped the bleeding Valachi on the street and fired a few shots into the air, hoping to attract the police so that he would get medical attention. They came back an hour later to find him still lying there, so they hauled him to the office of an underworld doctor. The doctor, Valachi recalls, gave him a bottle of whisky as an anesthetic before beginning treatment.

After that, Valachi graduated into the big-time world of the Cosa Nostra. In the beginning he was a "soldier"—a mere worker in the ranks, as he described it before the committee. Before long, however, he was in command of an execution squad which both fingered men for death and carried out the "contracts." Valachi acknowledges being involved in the 32 murders, but investigators think he was being modest, for perhaps the only time in his life. During his career, they say, his goon squad was highly feared—one reason was its leader's callousness about killing and his erratic instability with a gun in his hand.

Many of New York's unsolved gang murders were accounted for by this group, according to Valachi. There was, for instance, the slaying of Eugenio Gianini, who was shot before dawn Sept. 21, 1952, in front of a Bronx athletic club, and whose body was later found face-up in a gutter several blocks away. Valachi's narration of this event gives some insight



# A lenten supper



by **Beth Merriman**  
Parade Food Editor

Cottage cheese patties, delicately flavored with spring onions (scallions) and flecked with parsley, form the base of this timely Lenten supper. Cook golden brown and serve with a Spanish sauce. Round out your menu with French fried potatoes and a green salad. For dessert serve crispy apple turnovers.

## COTTAGE CHEESE PATTIES

2 cups cottage cheese, sieved	1 teaspoon salt
$\frac{3}{4}$ cup dry bread crumbs	4 eggs
$\frac{1}{2}$ cup sliced spring onions	$\frac{1}{2}$ cup dry bread crumbs
2 tablespoons chopped parsley	butter or margarine

In a bowl combine cottage cheese,  $\frac{3}{4}$  cup dry bread crumbs, onions, parsley, salt and 2 slightly beaten eggs; blend thoroughly. Shape into 12 patties. Roll patties in  $\frac{1}{2}$  cup bread crumbs; dip in 2 more slightly beaten eggs, then again in bread crumbs and allow to stand 15 minutes. Sauté in butter until brown; turn and brown other side. Allow 2 patties to a serving. Top with Spanish sauce.

## SPANISH SAUCE

2 tablespoons butter or margarine
$\frac{1}{4}$ cup chopped green pepper
1 can (3 oz.) sliced broiled mushrooms, drained
1 can (8 oz.) tomato sauce

In a saucepan melt butter; add green pepper and mushrooms; cook until green pepper is tender. Add tomato sauce gradually; heat to serving temperature. Pour over patties.

From Parade's Test Kitchen



Photo by Gormini Studio

Parade • March 21, 1965



# KILLER JOE VALACHI



Joe Valachi as he testified before Senate subcommittee.

into the character of the Cosa Nostra informer.

Giannini, it seemed, had been marked for death on orders of Lucky Luciano, who called him the "smartest stool pigeon who ever lived." Valachi's immediate superior, Tony Bender, gave the execution contract to him. One evening Giannini drifted into Valachi's bar. He started off by telling Valachi of an ominous feeling that he was about to die. But Valachi reassured him, patted him on the back, bought him drinks and then gave him \$40 to "have a good time" with a girl. (Valachi says gallantly that he knows the girl's name, but now she is married and he doesn't want to get her into trouble.) Then, as Giannini left the bar, he called the murder squad and had them carry out the contract.

Such loyalty to the mob was not likely to go unrewarded, and Valachi in those days lived high, by his own admission. He hung out at the tracks and made the rounds of the best bars and clubs. He dressed well and drove flashy cars. He also had an endless round of girl friends, and, like many a nostalgic 61-year-old, he glories in his recollection of them.

There was, for instance, Carol Jacobs (see photo). A young blonde, 30 years younger than Valachi, she became one of his girl friends at 15. The hard-bitten Valachi even wrote poetry to her. Federal agents were nonplussed to find this example among his papers: "Do you love your Joey boy?/If you don't love your Joey boy/He is going to die."

Valachi also praises his wife, whom he addresses as "Mommy." She was a saint even though she was "mad at me," Valachi wrote. She had "a lot of class." There was not a woman on earth who was better than "Mommy," although, he was careful to point out, there were some who were her equal.

A third woman who comes in for Valachi's praise is Anna Genovese, wife of Vito, and in one long and remarkable aside, he addresses himself directly to her.



Before notoriety, Joe Valachi, underworld squealer, posed in Bronx bar with girl friend Carol Jacobs. Valachi claims he now has no contact with family or friends.

This "wonderful person" should know, he says, that Genovese was having her followed—but that, in spite of it, he really loved her. He just never told her so because he had to keep his pride before the mob. When they were in Atlanta together, Valachi writes, Genovese repeatedly asked if he had ever "heard anything" about Anna. Reassured that Valachi had not, the gang chieftain broke down and cried. "You loved him so much what happened Anna?" Valachi writes. "Did he kill your love the way he killed mine?"

When writing about Genovese himself, Valachi's hatred fairly crackles. At one point Valachi describes Genovese as first on his "stink list." In fact, he condemns all the mob bosses—most of them "stink," and other soldiers would agree with him if they were not afraid for their lives, he says.

## He Couldn't Obey the Gang Rules

Throughout his career, Valachi was in trouble with gangland leaders. Tempestuous, volatile, unstable, he repeatedly smashed the rules the Cosa Nostra had set up to govern the behavior of its soldiers. One of the most fascinating—and revealing—parts of the Valachi autobiography is his description of the mob rules and the elaborate structure of courts and avenues of appeal (called "carpets" and "tables") which dealt with transgressors.

Death, reports Valachi, is the penalty for exposing the secret of Cosa Nostra. Death is the penalty for violating another member's wife. Death is the penalty for telling wives anything about the Cosa Nostra. Death is the penalty for disobedience of orders. Kidnaping is forbidden. Hitting another member with your hands is forbidden. Procuring is forbidden—although, according to Valachi, this rule was often violated in practice.

To try violators, explains Valachi, there was a formal court, complete with spokesmen for both sides and a boss as "judge." Valachi was called before such a court after the Giannini murder. It seemed that his crew of killers, in perpetrating the murder in front of a club, had inadvertently drawn police attention to a mob-run crap game that went on there. Genovese was furious and ordered Valachi disciplined. Valachi contends this was a rank injustice, since he only gave the order and was not present when the killing was done.

Valachi gives an even more detailed description of being called before a table when he and a partner in his Bronx bar got into an argument about a division of the profits. They had actually come to blows in the kitchen—a clear-cut violation of the rule against assault and battery. The two men went before a table presided over by the late, notorious Albert Anastasia.

Tony Bender, Valachi's sub-boss, represented him. Another gangland figure represented the partner. Anastasia first dressed each man down, then listened

as their underworld mouthpieces spoke for them. After hearing both, he delivered a lecture, mainly addressed to Valachi, in which he warned against taking the law into his own hands—noting that this kind of conduct started gang wars. Then he ordered Valachi to pay the partner "a couple of thousand dollars." When the partner protested, Anastasia cut him off. From the decisions of a table, there was no appeal.

## Soldiers Get Full Hearing

Soldiers did have a way out in one instance, however, according to Valachi. Neither bosses nor underbosses could have a soldier killed without a full hearing. This was called before seven men—six, Valachi points out, might divide three and three—who had the final say on whether the soldier lived or died. This was a new rule added in the recent days of Cosa Nostra.

Valachi himself, if he fell into mob hands, would be executed summarily today. Newspaper headlines have told the story of how, given the "kiss of death" by Genovese, he bludgeoned to death another Atlanta inmate mistaking the man for the underworld enforcer Joseph (Joe Beck) DiPalermo. But his book tells, for the first time, his version of how he happened to be branded an informer.

According to Valachi, it was a put-up job by federal authorities. Agents called him out of a prison bullpen and talked to him for four hours. According to Valachi, they tried to make it appear that he was giving them information. Actually he told them nothing at the time—a fact confirmed by the agents. But suspicion had been aroused among the other inmates. Whispers quickly spread that he had squealed.

Valachi, in his distress, tried to send a message to George Gaffney, then head of the New York City office of the Federal Narcotics Bureau, now a deputy narcotics commissioner. The message never reached Gaffney, but, Valachi claims, Genovese learned about the attempt. The word went out that the informer must be killed.

As Valachi tells it, he then became panicky. He determined that he was not going to die alone. Anyone trying to kill him would be killed himself. For revenge on Genovese, he decided that exposure of the mob would be worse for Genovese than death.

The rest is history. If there is a moral to Valachi's story, it is that the underworld is real and not just a figment of the crime writer's imagination. No crime is too vicious for the Cosa Nostra lords and hirlings.

Valachi, in his remarkable manuscript, points out that he is today alone in the world. He has been marked for death for two years and he has nothing to lose by exposing others and telling his story. He has, he maintains in conclusion, only one purpose in writing: a hope that the American people will learn from his experience and wipe out the mob.



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Delon with wife and son, who he is determined will know happy home life.

## **ALAIN DELON** **IDOL OF EUROPE'S TEENAGERS** **INVADES THE U.S.**

by LLOYD SHEARER

**C**ary Grant is 61. Charles Boyer is 65. John Wayne is 58. Jimmy Stewart is 56. Rock Hudson is 40. Frank Sinatra is 49. Marlon Brando is 40. Walter Pidgeon is 68. Richard Burton is hitting 40. Burt Lancaster is 52. Bing Crosby is 63. Jack Lemmon is 40. Henry Fonda is 60. Paul Newman is 40. Bob Hope is 61.

With the exception of Elvis Presley, 30, there is no Hollywood male star under 40 who means very much at the box office.

The age group which constitutes the single largest segment of the movie-going audience occupies the 13 to 25 range.

These regulars, teenage girls for the most part, cannot be expected to react to leading men who are old enough to be their fathers and grandfathers.

It is difficult for a 16-year-old, however precocious, to watch a film and imagine herself Cary Grant's wife or girl friend. The old boy, despite the painstaking and loving care he has accorded that marvelously preserved face of his, is just a bit too old.

Youth calls to youth, a truism the movie moguls have never lost sight of, which is why they have tried to build to stardom such comparative young newcomers as Troy Donahue, George Hamilton, George Segal, Steve McQueen, George Peppard and even Robert Goulet, none of whom has yet made it where it counts—at the box office.

MGM, which at one time lassoed into its corral the largest number of

star attractions in film history, is trying this year with Alain Delon, a 29-year-old Frenchman. Delon not only ranks number one with the Parisian bobby-sox crowd but strangely enough is the recognized top film attraction in Japan, where he is known as "the French Jimmy Dean."

Delon is one of those slim, lithe, sultry, dark-haired, blue-eyed, narcissistic French lovers, handsome and debonair, generating an unbeatable compound of sex appeal and worldliness which attracts both teenagers and their mothers.

At Metro they refer to him as "our young Charles Boyer." Executives proudly confide "the mail girls and the secretaries here simply swoon when they see him coming. He has that bedroom-stride, you know."

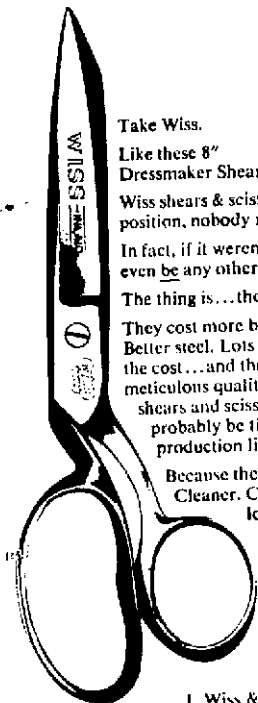
Whatever "bedroom-stride" may be, Alain Delon, highest-paid of the French movie idols, also boasts a definite acting talent. Assuredly this is no requisite for film stardom, but to him it is evidence that he is not taking \$250,000 a film under false pretenses.

Delon has just finished his first Hollywood film, *Once a Thief*, a melodrama in which he plays an ex-thief who dies in the last reel. His co-star in the production is Ann-Margret, a delightful singer from Wilmette, Ill., who as yet has not learned to act. MGM hired Jeff Corry, one of the best drama coaches in town, to help Annie through the film, and she does a creditable job. She is overpowered, however, by Delon, who has had the benefit of prior direction by such European masters as René

*continued on page 8*



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# parade of progress

HERE ARE NEW IDEAS FOR HOME AND FAMILY ■ BY PETER DRYDEN

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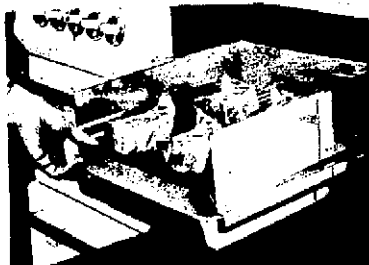
**Smokeless broiler:** Here's an oven-size aluminum broiler (right) guaranteed not to smoke—and, with its high sides, to stop messy grease splatter and need for oven clean-up. It can handle 10 chops at a time, has adjustable 3-position grill, comes apart for quick cleaning, compact storage. \$7.95. Royal Cookware, Dept. PP, Box 7103, Louisville, Ky. 40207.

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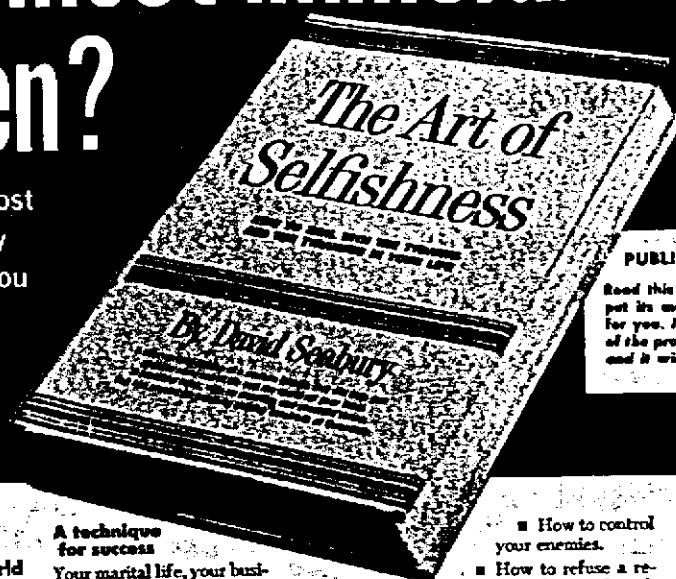
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Or is it the most sensible, the most practical, the most revolutionary technique ever devised to help you achieve the goals you seek, the freedom you need, the happiness you deserve?



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Read this book and then for 10 days put its masterful techniques to work for you. If it doesn't fulfill every one of the promises we make, send it back and it will cost you nothing!

#### Ask yourself these 9 questions:

1. Do you find it increasingly difficult to cope with the world around you... "a hostile world in which you feel trapped"?
2. Is your business or career a source of annoyance or frustration instead of a source of pleasure and fulfillment?
3. Are you tormented by inadequacies, fears and embarrassments in your married life — torments which block your daily life as well?
4. Have you become tense and irritable because of the incessant, nagging demands made upon you by others?
5. Do you often find yourself making what you know are wrong—even dangerous—decisions because you're afraid of hurting someone else's feelings?
6. Are you being crushed under a "debt of love" to someone you don't love?
7. Are you on the brink of an emotional crisis because your wife, husband, in-law, or perhaps a business or professional associate, is making life a living hell for you—and you see no way out of your dilemma?
8. Have you vainly struggled to put your finger on the elusive "something" that defeats you while others race ahead?
9. Are you hesitant to assert your claim to happiness because you're afraid of being called "selfish"?

If your answer to any one of these questions is yes, then **THE ART OF SELFISHNESS** can help you defend yourself against "the tyrants and tyrannies in your life" . . . against the intolerable and unreasonable demands made on your time, your emotions, your energy, even your money, by those who have absolutely no right to do so.

What this book can do for you: It can help banish fear and frustration from your life, and drive away the devils of anxiety, indecisiveness and guilt. It can restore delight and a sense of accomplishment to everything you do, no matter how desperate and dreary your life seems now.

A book tested by **Hms. THE ART OF SELFISHNESS** by Dr. David Seabury is an amazing book. Originally published in 1937, it created a sensation, was reprinted the #1 bestseller by *The New York Times* in November of that year, went through many printings, and then had a continuing life in a series of revised editions. It has been unavailable for about ten years. This is a new, updated, revised edition.

#### Get the world off your back!

Most of us run scared and haven't the courage to say "no" to people or situations that nag us or destroy us. We have been taught to feel guilty when we refuse someone's request, no matter how preposterous that request.

We'd rather suffer the tortures of hell, than be labeled "selfish". And yet, most of us don't even know what the word means. Is it "selfish" to refuse to let someone take advantage of you? Is it "selfish" to refuse to ruin your own life for someone else's selfish ends?

**THE ART OF SELFISHNESS** is not a self-help compendium of clichés and recipes for better living. It is a work of intense scholarship and devotion by one of the greatest psychologists of our time . . . a book that has triumphantly united the wisdom of antiquity with the findings of modern science.

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Here are just a few of the hundreds of ways **The Art of Selfishness** can be of practical, significant and immediate use to you:

- How to meet others half-way — without compromising yourself.
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**by Jack Wakefield**

EDITOR'S NOTE: Jack Wakefield holds the dubious honor of being the most successful unknown comic in show business. He earns more than \$150,000 a year, is offered more work than he can accept, yet remains a virtual stranger to the general public. Wakefield was born in the Wakefield section of the Bronx, from which he took his stage name. He entered show business by winning an amateur contest nine times in succession in Brooklyn's Fabian Theater. He was then offered a job as a bar-singer. When audiences began walking out on him, Jack switched to telling jokes. He's been telling them ever since in all the major night spots throughout the country. At the moment he is working in a Broadway show, I Had a Ball. He lives in a 14-room house in Yonkers, commutes to the city each evening, somehow finds it strange that after 25 years in show business, he is "still more or less a complete unknown." Herewith some of Wakefield's favorite funnies, which he has recited at the Copacabana in New York, the Sahara in Las Vegas, the Casablanca in Miami Beach, the Town Casino in Buffalo:

A friendly psychiatrist saw another psychiatrist struggling down Connecticut Avenue in Washington, D.C., carrying a couch on his head. "Why the couch?" he asked.

"House call," was the burdened reply.

You've gotta give us Americans a lot of credit. How else could we buy a new car every year?

The modern American is a person who drives a bank-financed car over a bond-financed highway on a credit card.

One day my youngest daughter bragged that she had developed an entirely new personality. I made her wash it off.

Nowadays bachelors spend so much on wine, women and song they have nothing left for luxuries.

My little daughter was telling her teacher about losing her baby teeth. "I've already lost three," she explained, "and a fourth one is very loose. Pretty soon I'll be running on the rim."

Just remember! You're middle-aged when the girl you whistle at assumes you're calling your dog.

Here's a great idea for making sure that crime doesn't pay. Let the government run it.

The human tongue weighs practically nothing, but so few people are able to hold it.

Applicants for jobs on a dam project in Nevada had to take a written examination. The first question was, "What does 'hydrodynamics' mean?" One guy hesitated, then wrote, "It means I don't get the job."

**YES... a Priest CAN  
Forgive Your Sins!**

You may not accept the idea of confessing your sins to a priest, as Catholics do.

Perhaps you believe, as many do, that Confession is not of divine origin... but only an invention of the Catholic Church. And possibly you will insist that God alone has the power to forgive sins and you therefore confess directly to Him.

Catholics know that Christ Himself instituted the Sacrament of Penance, which includes Confession, when He said to His Apostles: "Receive ye the Holy Ghost; whose sins ye shall forgive, they are forgiven them; whose sins ye shall retain, they are retained" (John 20:22, 23).

If they were faithful to these instructions, could the Apostles have neglected preaching Confession and Penance from the very beginning of their ministry? They and their disciples went everywhere proclaiming the doctrine given them by Christ, establishing churches, and appointing Bishops and priests upon whom they conferred the same authority.

Christ was not speaking in parables when He said: "Whose sins ye shall forgive, they are forgiven them; whose sins ye shall retain, they are retained" (John 20:22, 23). No words could be plainer. And the subsequent actions of the Apostles leave no doubt that they understood exact-

ly the responsibility and the authority vested in them.

The writers of the Church, whose testimony bears witness to the traditional belief and practice from the earliest days of Christianity, insisted on Confession as the necessary means of regaining God's favor. They tell us that Confession was made, not to laymen but to priests who exercised the power of forgiving sins by virtue of Christ's commission. Origen and St. Cyprian in the second century; Pacian and Aphraates in the third, and St. Chrysostom and St. Augustine, in the fourth, all left historical testimony of the acceptance of the Sacrament of Penance by the first Christians.

For 1,500 years, the faithful of all Christendom confessed their sins to a priest, just as Catholics still do the world over today. And every Catholic, whether he be the ruler of a nation or the humblest of men, must be truly repentant and must confess his sins if he wants God's forgiveness.

Holy Scripture clearly tells us that Christ DID establish the Sacrament of Penance. If you want to know more about this Sacrament which can bring the grace of God into the most sinful heart, write for our free pamphlet entitled: "Yes... A Priest Can Forgive Your Sins." It will be sent immediately. Nobody will call on you. Ask for Pamphlet PR-46.

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- Smooth and refreshing as orange juice itself!
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It tastes great! It's the first truly delicious way to drink gelatine. Knox has discovered a way to put that pure protein goodness into a refreshing orange drink, so good you'll want to drink it for refreshment alone. But remember—drinking Knox Gelatine is the only way to stronger, longer, lovelier fingernails, with published medical proof that it has worked in 7 out of 10 cases. No more splitting, brittle nails. No more "tissue-paper tips." Now start each day the help-your-nails way, with sunny, orange-bright Knox Gelatine Drink.

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## ALAIN DELON *continued*

Clément (*Purple Noon*), Luigi Visconti (*Rocco and His Brothers*), Michelangelo Antonioni (*Eclipse*) and Julien Duvivier (*The Devil and the Ten Commandments*).

Once a Thief will be released in Japan next month, because Delon has such a large, enthusiastic following there, will then play the American drive-in circuit sometime this summer.

"I think," says Delon, in a young, fearless approach to beginner's English, "this picture have a chance. I hope it. I want it to be successful. Then I am in demand. More films. I work here. Then I stay. I think is good place California to raise children. For children is best, required absolutely to have one home, steady home, know where they belong. It is most important."

After two liaisons, widely publicized in Europe, with Brigitte Auber and Romy Schneider, the young actor was married last August to Francine Canovas (stage name—Nathalie Barthelmet), who has since given birth to their son.

Delon is determined that his boy will know a happy home life, because his was so far removed from one.

Alain was born on November 8, 1935, in Sceaux, a suburb of Paris. His parents were divorced when he was 4, then married different partners.

"I did not like my father's wife," Delon explains, "and I did not like my mother's new husband. Always I in the middle. I was exchanged, come and go, back and forth. I was not happy. I was maybe not wanted. They send me to schools. I expelled from three, one after the other. Finally when I am 14, I say, 'To hell with this. I go to Chicago.' I decide to hide on boat with my friend. His uncle lives in Chicago."

## ONE MAN'S MEAT

The two potential stowaways didn't get far before the police caught them and phoned Delon's mother. She took Alain to her home in Bourg-la-Reine, where her new husband ran a butcher shop. The good man tried fruitlessly to teach his stepson the trade. Young Delon learned how to prepare cooked meats and hors d'oeuvres, but when he reached 17, he escaped from "my unhappy situation" by enlisting in the marine corps.

As a marine he was a semi-incorrigible, spent much time in the brig, was eventually shipped to the war in Vietnam, where he fought against the Viet-Minh rebels.

Honorably discharged a corporal, he returned to Paris, penniless. To support himself he worked as a bus-boy, a waiter, a salesman, a porter in Les Halles, the giant Paris produce market. He lived in Pigalle, in a cheap rented room, would sit endlessly in sidewalk cafes, nursing a drink. At one of these cafes he was first noticed by a cute little French actress, Brigitte Auber. Quickly she "adopted" him.

She introduced him to her movie friends, took him to the



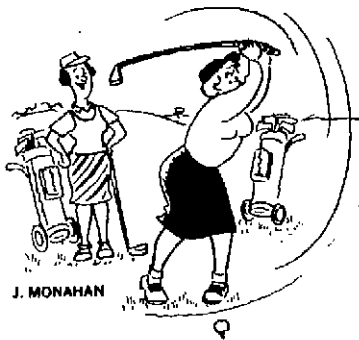
Vacationing in Mexico before coming to Hollywood, Delon, idol of Europe's teenagers, goes horseback riding on Acapulco beach.



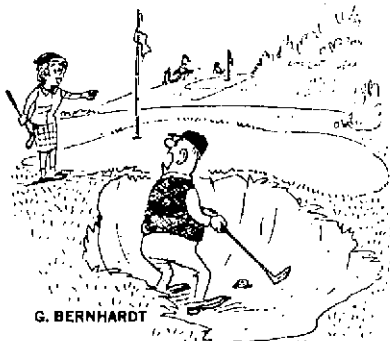
# fore and daft



"I've got a baby brother who does that."



"Yesterday I hit a ball-in-one."



"There are enough big traps on this course—mind closing yours?"



"You mean there're 17 more of these?"

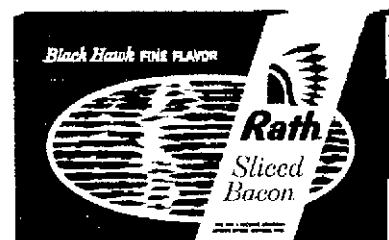
## ANECDOTE OF THE WEEK

Sign in the bathroom of a Colorado motel: "Keep that song in your heart—these walls are thin."

Better to begin with

but it gets better

and better



Just looking you know Rath Bacon is loaded with lean. What you don't know until you get it in your fry pan is how beautifully it browns. What you can't know until you eat it is how beautiful it tastes. Sweet-cured, hickory-smoked Rath Bacon. Have some.

**Rath.**  
BLACK HAWK BACON  
FINER FLAVOR FROM THE LAND O' CORN



Cannes Film Festival in 1957. There, in a borrowed suit, he was spotted by Henry Willson, a talent agent who specializes in discovering handsome young men, renaming and introducing them to Hollywood. A few Willson discoveries are Rock Hudson (originally Roy Scherer), John Saxon (Carmen Orrico), Tab Hunter (Arthur Gelien), Troy Donahue (Merle Johnson), Rory Calhoun (Francis McCown).

Willson flew Alain Delon to Rome, where David Selznick was filming *A Farewell to Arms*. Following a screen test, Selznick offered Delon a contract contingent upon the young man's learning English.

"I thought very much," Delon says, "about Hollywood. But then I met Yves Allegret, a French director in Paris. And he told me, 'Much better if you learn the business in Paris.' So I stay, and he put me in my first film, *Quand La Femme Sen Mêle* [When the Woman Butts In]."

Two pictures later, Alain Delon was starring opposite one of Europe's most popular actresses, Romy Schneider, in *Christine*. They fell in love as a result of working together, and from 1959 to 1963 theirs was the most intensely reported romance in Europe.

"Who needs the prison of marriage?" Romy Schneider demanded. "Alain and I have each other." That was the type of reportage which flooded film circles.

In 1959 Delon starred in *Purple Noon*, a production which caught the imagination of the fans. Directed by René Clément, the picture won Japan's award as "Best Film of the Year." Delon became typed as one of "those difficult young lovers—like Jimmy Dean, Marlon Brando." Once he finished playing the Italian Rocco in Visconti's *Rocco and His Brothers*, he was established as a screen favorite in France and all of Europe. Stage and screen roles then followed with Brigitte Bardot, Jane Fonda, Burt Lancaster, Jean Gabin, Monica Vitti.

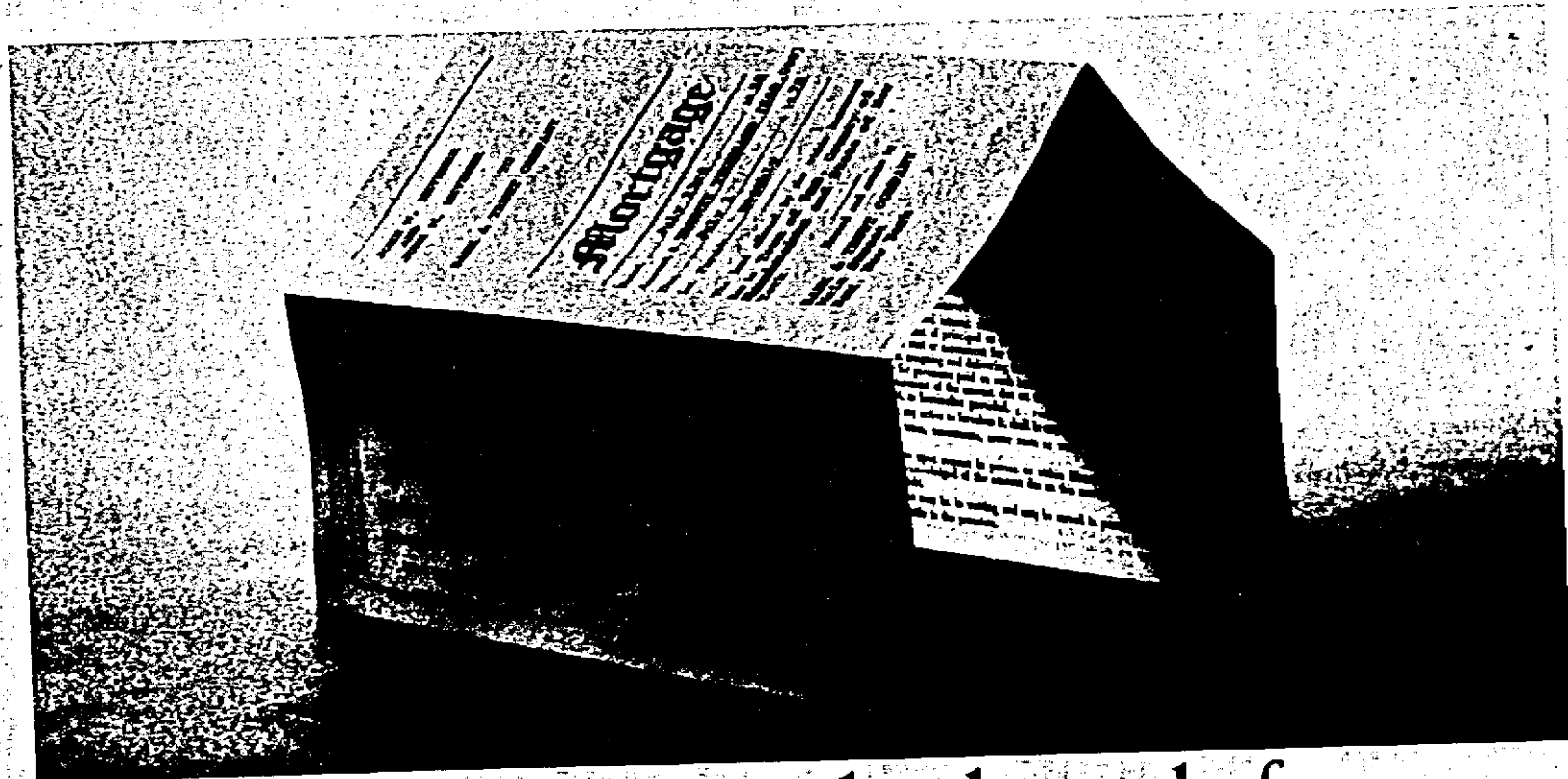
Last year, after he had finished *Yellow Rolls-Royce* in Europe, MGM decided to bring Delon to this country and give him the Hollywood treatment. Before he left France, however, he surprised many of his friends by marrying Francine Canovas.

With their baby son, they live now in the grand style in a sprawling Beverly Hills mansion complete with maids, swimming pool, gardeners and great Danes.

"Is good way to live," says Delon. "Very good for children, gives them a feeling of *amour et sécurité*."



Once a Thief is Delon's first Hollywood film, co-starring singer Ann-Margret.



## What you need to know before you finance your new home

**New free booklet tells do's and don'ts of home financing.**

Buying a house may well be the biggest purchase you ever make, so naturally you want all the advice you can get to guide you in the steps to take.

Now New York Life is offering a new booklet specially prepared to help you—a digest of essential information for anyone about to become a home owner. It's called "How To Finance Your Home," and it's yours free!

Gives answers, facts and figures. For example, what sort of mortgage should you get? Can you get assistance from the V.A. or F.H.A.? What about mortgage insurance? This valuable booklet gives detailed expla-

nations for these and other basic questions.

This booklet also includes monthly payment and interest rate tables, and definitions of words like escrow, easement, deed, amortization and other special terms.

How to get your free copy! "How To Finance Your Home" is the latest in New York Life's Family Financial Planning series—booklets designed to guide families like yours in all kinds of money matters. To receive a free copy, send the coupon or ask your New York Life Agent.

The New York Life Agent in Your Community is a Good Man to Know.



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"How To Finance Your Home."

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Health Insurance • Pension Plans



PARADE'S SPECIAL

## INTELLIGENCE REPORT

**LEG WARNING.** If you live in a cold climate, girls, and you want your legs to remain shapely, wear thick stockings, woolen skirts, warm underthings and heavy boots when outdoors. That's the advice of Dr. Alexander Boyd, head of the Department of Surgery, Manchester University. In cold weather, warns Dr. Boyd, girls run the risk of developing erythrocyangsis erurum puellarum frigidum, a condition in which tissue and fat multiply on cold legs to keep them warm. "Every week," claims Dr. Boyd, a bachelor, "I see six or seven cases of women who are perfect down to their legs, where they become gross. The skirts they wear are comparable to grass skirts in the Indies, and underneath their skirts, according to what my assistants tell me, they wear very little.... When the weather is freezing outside, women should keep their legs well-protected."

**MORE PSYCHIATRISTS.** In the past 16 years the number of psychiatrists in the U.S. has tripled, up from 5,000 in 1948 to 15,000 in 1964. Of the nation's 267,950 physicians, 6.3% are psychiatrists. Almost 10% of medical school students plan to go on to a residency in psychiatry.

**NEGRO EMPLOYMENT OPPORTUNITIES.** To improve their images, obey the law and promote equality, American corporations are making a determined effort to hire talented Negro college graduates. A Negro graduate in engineering now receives twice as many employment offers as his white counterpart, 16 to 8. Negro graduates from Ivy League colleges are overwhelmed by offers, receiving as many as 40 each. Personnel scouts from large corporations are also canvassing Negro colleges,

a practice rarely engaged in heretofore.

**PROGRESS.** New Jersey has become the first state to offer narcotics addicts a choice between the doctor and the jailer. Under a new law any addict over 21 can voluntarily apply for medical treatment, and younger addicts can obtain similar treatment if committed by a parent. The law provides that addicts arrested because of their habit shall be placed on probation if they agree to medical treatment for the full length of their sentence. If an addict drops treatment, he is subject to imprisonment.

**FACT OF FUTURE.** By the year 2000 the population of the U.S. will exceed 300 million. More than 80% of the people will live in cities. According to the President's 3-man Council of Economic Advisers, output per man-hour will triple what it is today, and the average family income at today's prices will be \$18,000.

### READ & SAVE

• Two of the most common medical complaints are backache and back pain. If you suffer from either, write Schering Corp., Dept. K, Union, N.J., for an excellent booklet, "Your Back and How to Care for It." The booklet contains instructions on how to detect faults in posture and correct them, how to stand without tiring the back, how to sit in a chair, lie in a bed, breathe correctly, strengthen back muscles. For women there are eight special rules. No charge.

• More than 5 million children in the nation, 16 and under, suffer from some form of allergy. Do you have one or several in your family? If so, a helpful paperback on the subject is *Your Allergic Child*, by Dr. Herman Hirschfeld, published by ARC Books, 219 Park Ave. South, New York, N.Y. 10003. Price: \$1.45.

# Help stamp out runny noses.

Over 600 tiny "time pills" in a Contac® capsule work up to twelve hours to relieve sniffles, sneezes and stuffy nose. Contac is today's largest-selling cold medication at your pharmacy.



WENLEY & JAMES LABORATORIES, Philadelphia, Pa.  
Proprietary Pharmaceuticals made to Ethical Standards



# A lenten supper

by Beth Merriman  
Parade Food Editor

Cottage cheese patties, delicately flavored with spring onions (scallions) and flecked with parsley, form the base of this timely Lenten supper. Cook golden brown and serve with a Spanish sauce. Round out your menu with French fried potatoes and a green salad. For dessert serve crispy apple turnovers.

## COTTAGE CHEESE PATTIES

2 cups cottage cheese, sieved	1 teaspoon salt
$\frac{3}{4}$ cup dry bread crumbs	4 eggs
$\frac{1}{2}$ cup sliced spring onions	$\frac{1}{2}$ cup dry bread crumbs
2 tablespoons chopped parsley	butter or margarine

In a bowl combine cottage cheese,  $\frac{3}{4}$  cup dry bread crumbs, onions, parsley, salt and 2 slightly beaten eggs; blend thoroughly. Shape into 12 patties. Roll patties in  $\frac{1}{2}$  cup bread crumbs; dip in 2 more slightly beaten eggs, then again in bread crumbs and allow to stand 15 minutes. Sauté in butter until brown; turn and brown other side. Allow 2 patties to a serving. Top with Spanish sauce.

## SPANISH SAUCE

2 tablespoons butter or margarine
$\frac{1}{4}$ cup chopped green pepper
1 can (3 oz.) sliced broiled mushrooms, drained
1 can (8 oz.) tomato sauce

In a saucepan melt butter; add green pepper and mushrooms; cook until green pepper is tender. Add tomato sauce gradually; heat to serving temperature. Pour over patties.

From Parade's Test Kitchen





# "FLASH" Across the Skies!

**Grierson and Young  
To Be First Crew  
For Gemini Flight**

HOUSTON, TEX. — Major Virgil I. Grierson and Lieutenant Commander John W. Young were selected today to be the first astronaut crew for the first manned Gemini flight.

## COMPLETE MODEL KIT INCLUDES:

- Authentically detailed Revell Model Gemini Capsule: 1/48th scale. (4-9/16" long including launch adaptor module.)
- Fully detailed interior.
- Two hinged entrance doors to permit viewing of interior.
- Two-position landing gear.
- Two astronaut figures in authentic flight gear — in flight positions.
- Two clear plastic windows.
- Removable launch adaptor module.
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**You ALSO Receive a Revell Model MERCURY Capsule...  
and, to Introduce You to the Fascinating SCIENCE PROGRAM,  
You Get the Complete Activity Kit—"MAN IN SPACE"**

IT'S like being there "in person"! With this exciting model in your hands, you almost feel yourself zooming into the skies in our country's great new GEMINI CAPSULE... already test-launched for America's next giant strides toward the moon. You "are" an astronaut, about to rendezvous and dock with other satellites... daring the awesome adventure of climbing outside the Capsule in the vast reaches of space!

With your Gemini Capsule you also receive, on this special 10¢ offer, a model of the one-man Mercury Capsule that carried astronauts Shepard, Grissom, Glenn, Carpenter, Schirra, and Cooper to heroic fame.

Thrill to the inside story of Man's Conquest of Space, revealed to you step-by-step in this introductory MAN IN SPACE science-adventure Activity Kit. Fascinating text and beautiful full-color pictures tell the story behind our dramatic space capsules... practically "put" you into earth orbit with our astronauts. You see how capsules and their booster rockets work... you learn about the mysterious problems facing our space pioneers... you discover how the United States plans to explore the moon.

...In This Brand New  
**TWO-MAN**  
**GEMINI** Revell Model  
SPACE CAPSULE  
**Yours** FOR ONLY **10¢**  
(with trial membership)

**You  
Get This  
MERCURY CAPSULE  
Model, Too**

Here, in a 6 1/2" model accurate in every authentic detail, is the famous capsule that carried our first American orbiting through space at 18,000 mph.

Each month the Science Program treats you and your family to an exciting "guided tour" of a different branch of modern science.

## Enjoy Adventures Like This Every Month

One month you cross the country in a jet liner's cockpit... watch everything the pilot does... listen to every word he speaks and hears. Another time a chemist shows you how he develops a new glass-like material for rocket noses... or you watch an astronomer locate a new planet by mathematics — years before anyone actually sees it is really there. On other "trips," leading radio engineers, architects, geologists, doctors, archaeologists, and many others show you fascinating and exciting "new worlds" almost beyond belief.

Every science-adventure Activity Kit includes a big, beautiful, richly-illustrated album that covers one whole field of science... perforated sheets of full-color photoprints with gummed backs for mounting in the album... and a special Science Bulletin about new developments you might never learn of elsewhere. And frequently you enjoy interesting things to do, as — in this case — attaching full-color snap-outs of manned space capsules to a large wall chart.

## Your Entire Family Will Benefit

Think what these adventures will mean to your family, and especially your children — how it will stimulate their interest in science projects... help prepare them for life in the Space Age... perhaps even lead them to rewarding scientific careers.

## Mail Coupon With Only 10¢

To acquaint you with this exciting Program, we will send you, for only 10¢, these two authentic MERCURY CAPSULE and GEMINI CAPSULE models, together with your MAN IN SPACE Activity Kit. We'll also send the current Activity Kit, for which you will be billed only \$1 plus shipping. If you do not wish to continue in the Program, simply write us within 10 days to cancel. Otherwise, you will receive a new Science Kit every month, at only \$1.00 each plus shipping. You do not have to take any minimum number of future kits; you may cancel at any time. Mail coupon now, with only 10¢, to:

**SCIENCE PROGRAM, Garden City, L. I., New York.**

## COUPON BRINGS YOU ALL THIS

When You Send Only 10¢ (To Help Cover Shipping) and Accept  
A Short Trial Membership in the SCIENCE PROGRAM

1. Special Introductory Gifts: Authentic (Revell) Models of both the GEMINI CAPSULE and MERCURY CAPSULE!
2. 8,000-word lavishly illustrated album crammed with facts on "Man in Space."
3. Beautiful full-color photoprints of "Man in Space" — showing research equipment, rockets, tracking instruments, etc. — with gummed backs for

mounting prints in the album.

4. Huge Wall Chart, with full-color snap-outs of manned space capsules to be attached to chart.
5. Science Bulletin which keeps you abreast of latest monthly developments in science.
6. Handsome pull-drawer library case large enough to hold a number of albums.

Send 10¢ with coupon below to help cover shipping. We will rush your Introductory Package described above, enroll you as a Trial Member in the Science Program, and also send the current Activity Kit with a bill for only \$1 plus shipping.

After examining this package, you may (if you wish) cancel membership at once simply by writing within 10 days. As a member you will receive a new Kit each month at only \$1 plus shipping. You may accept as many or as few Kits as you wish, and you may resign at any time.

SCIENCE PROGRAM, Dept. 5-PA-3  
Garden City, L. I., New York

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If under 18, parent

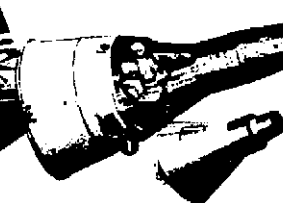
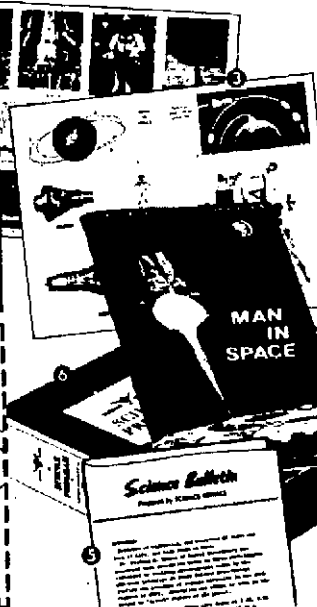
must sign here:.....

(Offer Good in Continental U.S.A. Only)

60-8C30

PLACE  
DIME  
HERE

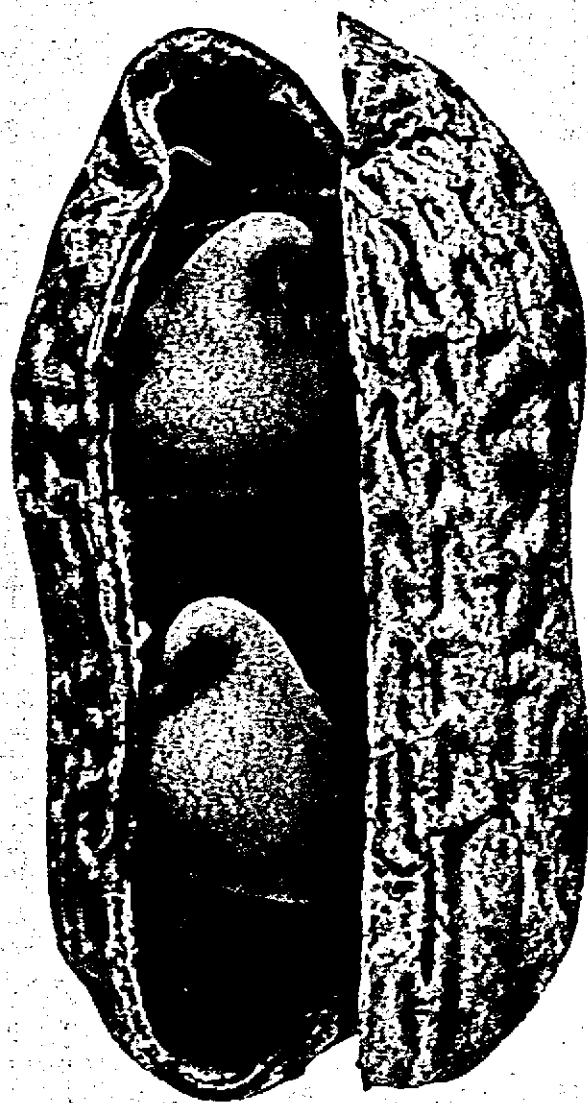
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TAPE OR SEAL





Now—real peanut-buttery  
flavor in a great new **Baker's** chip.

Taste these creamy new chips  
in a crispy new cookie.



If you're wild about peanut butter or crazy about chip cookies—wait'll you taste them made with Baker's new Peanut Butter Flavor Chips! Golden nuggets of pure peanut-buttery flavor that keep their shape in the cookie—only to melt in your mouth. Eat them right out of the package like peanuts. But save enough to make a batch of new Peanut Butter Chip Cookies. (The recipe's on the box.)



Baker's is a trademark of General Foods Corp.

**Special money offer! Worth 20¢ to you.**

**Send in now!**

- You can buy your next 2 boxes for peanuts.
- Just fill in and mail order blank at right together with words, Baker's Peanut Butter Flavor Chips cut from front of 1 package.
- Baker's will send you a coupon worth 20¢ on your next purchase of two 54-oz. packages.

Baker's Peanut Butter Flavor Chips.  
P.O. Box 1457, Kankakee, Illinois 60901.

I have enclosed the words, Baker's Peanut Butter Flavor Chips, cut from the front of 1 box.

Please send me a free store coupon good for 20¢ on my next purchase of 2 boxes of Baker's Peanut Butter Flavor Chips.

Name  PLEASE PRINT  
Address   
City  State  Zip Code

Offer limited one to a family. Sorry, we cannot honor multiple requests. Each family's request must be mailed separately. All others will be returned. Requests must be postmarked before April 16, 1965.



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THOSE WHO HAVE WEALTH MUST BE WATCHFUL AND WARY." T.H. BAYLY.  
"WHO MULTIPLIES RICHES MULTIPLIES CARES." BENJAMIN FRANKLIN.

YOU AND TOPAZ MUST HAVE BEEN HERE FOR A SPELL, JEREMIAH, TO GET SO MUCH DONE!

ABOUT A YEAR AGO, GUESS IT WAS, WE FIRST LIT HERE!

BUILDING YOUR CABIN TOOK TIME, EVEN WITH TIMBER NEARBY, AND I SAW HOW MUCH YOU'VE BLASTED AND DUG OUT OF THAT BORE!

REAL MINING MAN'D NOTICE THAT BEEN AT IT PRETTY STEADY!

KNOWING YOU, I GUESS YOU MUST FIGURE YOU'VE HIT SOMETHING PRETTY SPECIAL HERE!

WELL, I THINK SO, OLIVER! BUT I WANT YOUR JUDGMENT ABOUT THAT!

GOT SORT OF A LAB IN HERE; FEW SAMPLES; CHECK 'EM OUT AND SEE WHAT YOU THINK!

HM-M... YES; WELL, THIS ISN'T JUST ORDINARY ROCK, THAT'S FOR SURE!

NICE LITTLE FURNACE YOU BUILT! GOT CHARCOAL, TOO! REALLY HEATING UP NOW! AH-H! THAT COLOR! GOT THOSE SCALES BALANCED?

AH, HOUR LATER...

YOU KNOW SOMETHING, JEREMIAH? YOU'VE REALLY HIT THE JACK POT THIS TIME! HOW MUCH OF THIS Y'FIGURE THERE IS?

WHOLE LITTLE MOUNTAIN SEEMS T'BE NOTHIN' ELSE BUT!

ONLY PLACE I'VE EVER RUN INTO THIS STUFF BEFORE WAS DOWN IN BOLIVIA; JUST A SMALL POCKET! HAD A BIG POLITICAL UPROAR; MAN OWNED THE MINE GOT KILLED! MINE BLOTTED OUT BY AN AVALANCHE!

YOU, JEREMIAH, HAVE FOUND UNTOLD BILLIONS OF DOLLARS WORTH OF THE MOST WANTED MINERAL ON EARTH!

FOUND IT, YES! BUT TRY TO LIVE TO COLLECT ON IT!

HOW TRUE! FINDING A VAST FORTUNE AND HOLDING IT? FEW MEN EVER MAKE IT! BUT HERE WE HAVE TIME TO FIGURE OUT A WAY!

TIME? THAT'S WHAT YOU THINK, 'DADDY,' AS THE BOUNTY HUNTER COMES NEARER AND NEARER AND NEARER!

TEN THOUSAND BUCKS, DEAD OR ALIVE! HE HAD TO COME THIS WAY!

ALL NICE AND LEGAL! GOT THE PAPERS TO PROVE HE WAS FOUND TO BE A CRIMINALLY HOMICIDAL MANIAC! SO-O, HE'LL HAVE RESISTED AND I HAD TO SHOOT HIM! HO! WHAT HAVE WE HERE?

HAROLD GRAY

# NANCY

By Ernie Bushmiller

HAVE YOU SEEN SLUGGO AROUND?

NOPE

ANYONE SEEN SLUGGO TODAY?

NO NO

I'LL BET HE'S HIDING FROM ME BECAUSE HE OWES ME A DOLLAR

WHAT A STUPID PLACE TO HIDE

RESTAUR

SHINE

MARCH-21

ADVERTISEMENT

14.1 CUBIC FOOT

- King-size twin crispers hold a bushel
- Glide-out shelf puts food at your finger tips
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- Super-storage door holds even tall bottles, half-gallon milk containers

Model EMT-14C



\*In refrigerator section

AUTOMATIC DEFROSTING

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COMBINATION REFRIGERATOR-FREEZER

EASY TERMS

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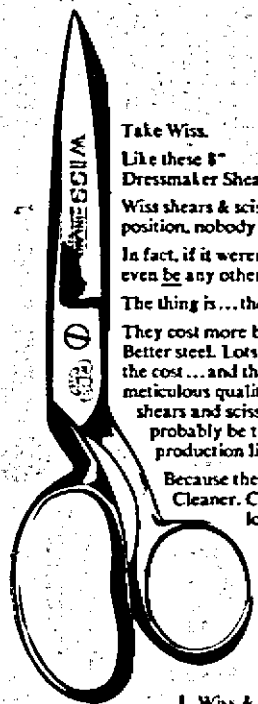
SEE THIS GREAT VALUE NOW AT YOUR NEAREST RCA WHIRLPOOL DEALER!

RCA WHIRLPOOL Appliances are Products of Whirlpool Corporation, Benton Harbor, Michigan.

Trademarks RCA and ® used by authority of trademark owner, Radio Corporation of America.



## How to prevent bad cuts.



### Take WISS.

Like these 8" Dressmaker Shears, one of many WISS quality items.

WISS shears & scissors are in a rather unique position, nobody really questions they're the best.

In fact, if it weren't for one thing, there might not even be any other brand of shears & scissors.

The thing is...they cost more.

They cost more because they're made better. Better steel. Lots of hand operations that add to the cost...and the quality. And a slower, meticulous quality control procedure that rejects shears and scissors other manufacturers would probably be tickled pink to have come off their production line.

Because they're made better, they cut better. Cleaner. Crisper. Easier. And do it for a longer period of time before needing resharpening. Chances are, you'll never have to replace them (they're often passed on from grandmother to mother to daughter.)

For better cutting, it's just what the doctor ordered.

## WISS

J. WISS & Sons Co., Newark, N. J. world's largest selling quality shears & scissors for home and industry.

7 BASIC SHEARS & SCISSORS EVERY HOME SHOULD HAVE: KITCHEN SHEARS, PRUNING SHEARS, DRESSMAKER SHEARS, SEWING SCISSORS, EMBROIDERY SCISSORS, ENTICER AND NAIL SCISSORS. ALL QUALITY MADE BY WISS

## CLEANEST, EASIEST, SAFEST Way To Rid Your Place Of MICE

4-CON® MOUSE-PRUFE is so clean, so easy to use. You just pull tab, and bait feeds automatically. You never touch a messy, "germy" trap. Best of all, MOUSE-PRUFE, used as directed, is safe to use around children and household pets, yet is guaranteed to keep your place mouse-free—or your money back! Mice hungrily eat MOUSE-PRUFE—can't resist the special patented-process formula, eat themselves to death—painlessly. Get 4-CON MOUSE-PRUFE!



## STOP DANGEROUS SCRATCHING

There is always the risk of serious infection caused by the maddening desire to scratch an already irritated skin. Users of Resinol Medicated Ointment say it acts like magic to soothe the discomfort of many minor skin irritations such as chapping, chafing, athlete's foot, dry and cracked skin, "dishpan hands", and the itching of hemorrhoids or piles. Today buy, try Resinol Ointment—at all drug stores.

• Also—new Resinol Greaseless in handy tube—stainless, washable!

## RELIEVE HEMORRHOID PAIN AND IRRITATION 5 WAYS...WITHOUT SURGERY

The modern PAZO formula brings relief 5 ways...without surgery. Chart below shows why no other hemorrhoid preparation can match PAZO for full strength effectiveness you can trust.

CLINICALLY TESTED BY DOCTORS, PAZO actually does more than merely shrink hemorrhoid tissue. It also relieves pain and itching promptly, fights infection, promotes healing and lubricates membranes. PAZO is the scientifically balanced combination of medically tested ingredients... each chosen for its ability to do one primary job with full strength effectiveness. Available in stainless ointment and suppositories.

PAZO relieves the pain and irritation of hemorrhoids 5 ways...without surgery

GROVE LABORATORIES, Division of Bristol-Myers Co.



Primary function of specific ingredient	PAZO	Mostly alcohol based	Painful from heat
Pile tissue shrinkage	✓	✓	
Lubrication	✓	✓	✓
Antiseptic action	✓	✓	
Pain relief	✓		
Itch relief	✓		

## parade of progress

HERE ARE NEW IDEAS FOR HOME AND FAMILY ■ BY PETER DRYDEN

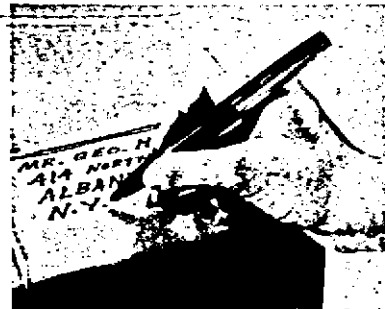
**All-purpose marker:** You can write on paper, leather, fabric, almost any surface with this new marker (right). Its foam plastic tip outwears 4 of usual felt type—and metered fluid flow into tip retards evaporation. Black, blue, green, red or yellow. \$1. Sheaffer Pen Co., Dept. PP, Fort Madison, Iowa.

**Smokeless broiler:** Here's an oven-size aluminum broiler (right) guaranteed not to smoke—and, with its high sides, to stop messy grease splatter and need for oven clean-up. It can handle 10 chops at a time, has adjustable 3-position grill, comes apart for quick cleaning, compact storage. \$7.95. Royal Cookware, Dept. PP, Box 7103, Louisville, Ky. 40207.

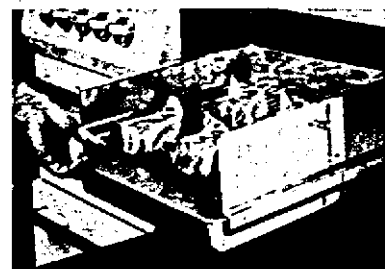
**Fireproof enamel:** With a new spray enamel, you can refinish dull range burners. It won't burn or blister, resists 1000° temperature, is also good for barbecue, car exhaust. Black or aluminum. \$1.98. Spencer, Dept. PP, Spencer Bldg., Atlantic City, N. J.

**Play it anywhere:** This 4-speaker stereo phonograph (right) works both on house current and on its own built-in rechargeable battery—for use at beach, in backyard, anywhere. It's transistorized, weighs 25 lbs., has back compartment for record storage. Details: V-M Corp., Dept. PP, Box 659, Benton Harbor, Mich.

Parade of Progress items are NOT advertising. Write manufacturer if not available in stores. Manufacturers & Distributors: PARADE will be happy to consider your new ideas but regrets that it is unable to correspond about them.



All-purpose marker



Smokeless broiler



Stereo phonograph

Patterns by Pauline



A winning dress for spring is this gay young skimmer that's easy to sew and fun to wear. You'll see it everywhere, in pastels and bold prints, so why not make several for different occasions? Pattern #P-441 comes in sizes 10, 12, 14, 16, 18, 20, bust 31 to 40, inclusive. Size 12, 32 bust, takes 3 yards of 45-inch material.

Please send me \_\_\_\_\_ Parade Pattern(s) #P-441 Size(s) \_\_\_\_\_ @ 35¢. Make checks payable to Parade Patterns.

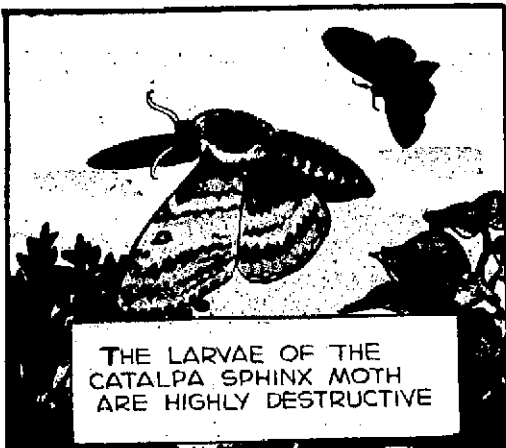
Mail to PARADE, Dept. N, Box 475, Radio City Station, New York, N.Y. 10019. (Add 10¢ for 1st-class mail if desired.)

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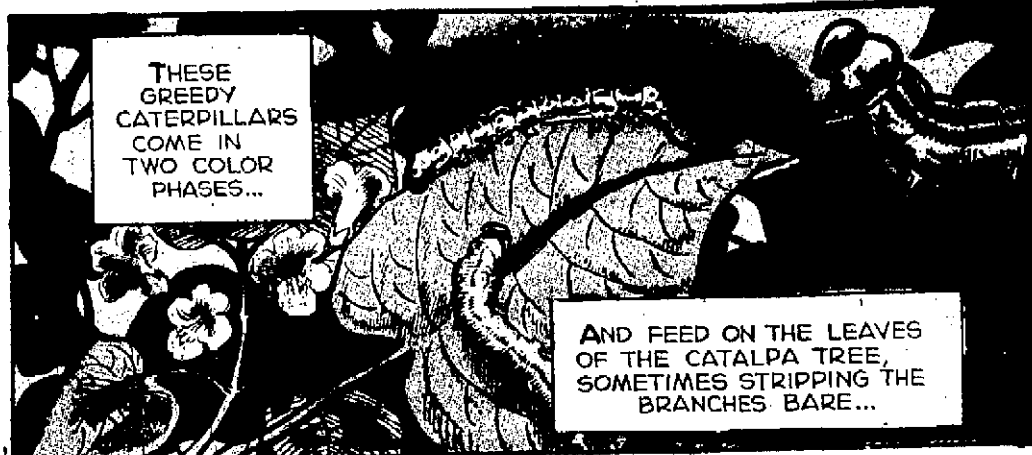


# MARK TRAIL

by

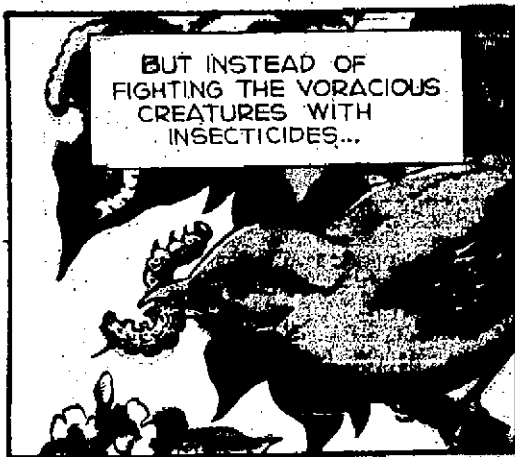


THE LARVAE OF THE CATALPA SPHINX MOTH ARE HIGHLY DESTRUCTIVE



THESE GREEDY CATERPILLARS COME IN TWO COLOR PHASES...

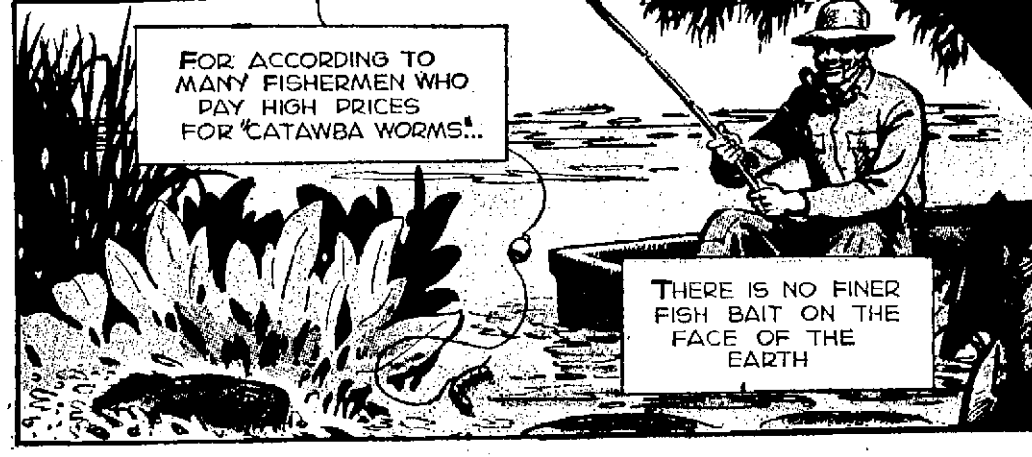
AND FEED ON THE LEAVES OF THE CATALPA TREE, SOMETIMES STRIPPING THE BRANCHES BARE...



BUT INSTEAD OF FIGHTING THE VORACIOUS CREATURES WITH INSECTICIDES...



SOME PEOPLE PLANT TREES TO ATTRACT THEM...

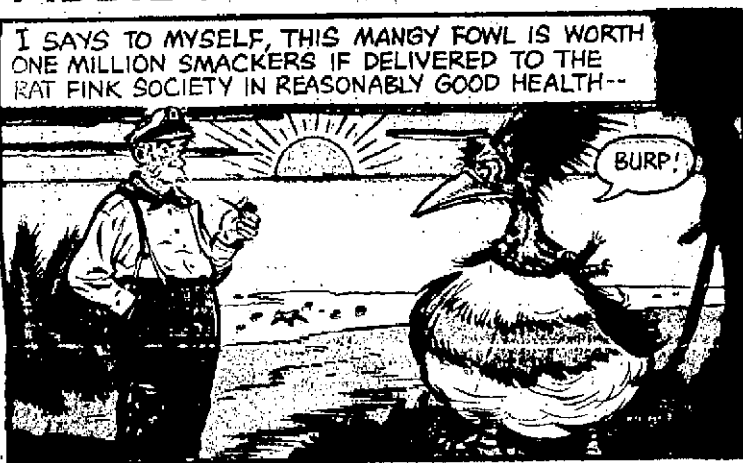


FOR ACCORDING TO MANY FISHERMEN WHO PAY HIGH PRICES FOR 'CATAWBA WORMS'...

THERE IS NO FINER FISH BAIT ON THE FACE OF THE EARTH

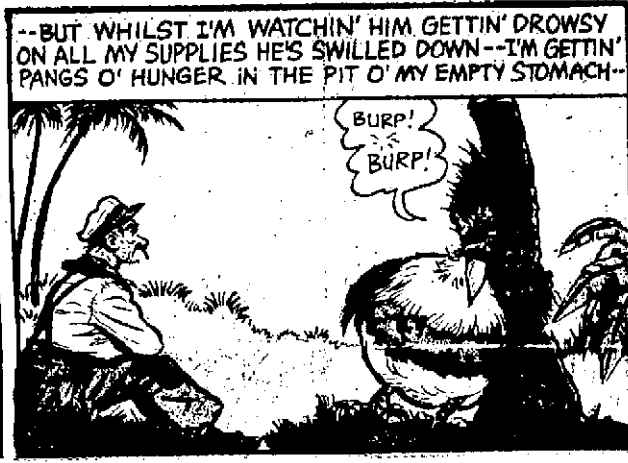
## ABBIE AN' SLATS

By Raeburn Van Buren



I SAYS TO MYSELF, THIS MANGY FOWL IS WORTH ONE MILLION SMACKERS IF DELIVERED TO THE RAT FINK SOCIETY IN REASONABLY GOOD HEALTH--

BURP!



--BUT WHILST I'M WATCHIN' HIM GETTIN' DROWSY ON ALL MY SUPPLIES HE'S SWILLED DOWN--I'M GETTIN' PANGS O' HUNGER, IN THE PIT O' MY EMPTY STOMACH--

BURP! BURP!



I TRIED T' EAT GRASS, BUT IT DIDN'T COME IN MY FLAVOR--

PHOOEY!

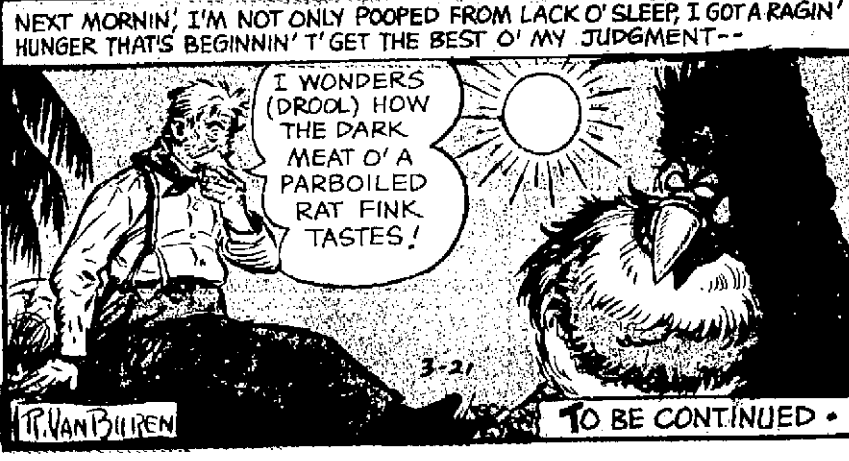


THEN I FIGGERS THAT A SLEEPIN' MAN DON'T FEEL NOTHIN'-- BUT--



WHAT I DIDN'T FIGGER ON WAS THAT THE NOISE A RUMBLIN' STOMACH MAKES KEEPS A MAN AWAKE--

ZZZ



NEXT MORNIN', I'M NOT ONLY POOPED FROM LACK O' SLEEP, I GOT A RAGIN' HUNGER THAT'S BEGINNIN' T' GET THE BEST O' MY JUDGMENT--

I WONDERS (DROOL) HOW THE DARK MEAT O' A PARBOILED RAT FINK TASTES!

TO BE CONTINUED

## JOE PALOOKA

By Ham Fisher



LOOK AT ALL THE FISH I CAUGHT, HONEY!

GOOD HEAVENS! WE'LL NEVER BE ABLE TO USE SO MANY!



MAYBE I COULD OFFER SOME TO THE NEIGHBORS!

THAT WOULD BE NICE... IT'S A SHAME TO WASTE THEM!



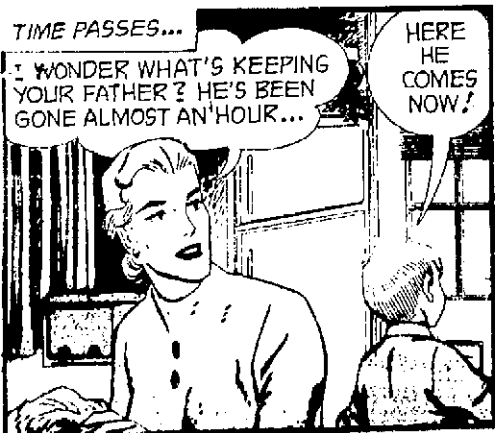
THE TROMBLYS AREN'T HOME AND BEN HOWLAND'S DOCTOR WON'T LET HIM EAT FISH!



THAT'S THE TENTH CALL I'VE MADE AND NOBODY WANTS THEM!

WHY DON'T YOU OFFER THEM TO TH' VAN VALKENBURGS??

THAT'S A WONDERFUL IDEA! THEY MUST HAVE AT LEAST A DOZEN CATS!!



TIME PASSES...

I WONDER WHAT'S KEEPING YOUR FATHER? HE'S BEEN GONE ALMOST AN HOUR...

HERE HE COMES NOW!



DID THE VAN VALKENBURGS TAKE THE FISH, DEAR?

OH, YES... IN FACT, THEY WERE SO GRATEFUL THEY INSISTED ON GIVING ME SOMETHING IN RETURN!...



... A LITTER OF KITTENS!!



**FOR WOMEN ONLY  
...LAXATIVE NEWS!**



"When I think of the suffering I could have avoided if I'd known about Correctol sooner! Our druggist recommended it and we've found it fine for every age group from Grandma to ten-year-old daughter."

Mrs. Einar Haaland, Woodbury, Conn.

Correctol® has been specially developed for a woman's delicate system. It is completely different from harsh, all-purpose laxatives.

Its secret is a non-laxative miracle regulator that simply softens waste. And, Correctol contains just enough mild laxative to give regularity a start.

Working together, these two gentle ingredients in Correctol give a woman relief more naturally than any ordinary laxative can. Even in pregnancy and following childbirth.

Why don't you try hospital-proved Correctol... today.



**UNDERWRITE  
YOUR  
COUNTRY'S  
MIGHT!**

BUY U.S.  
**SAVINGS  
BONDS**

**Feel Overtired?  
Exhausted?... YET HAVE  
NO ILLNESS—**

**VIOBIN  
WHEAT GERM OIL**

**GIVES EXTRA STRENGTH  
MORE ENDURANCE**

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REFUSE  
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Only VioBin Oil  
proved helpful.

**PROMETOL**  
is VioBin Oil in  
concentrated form.  
Same values—low  
in calories.

Send for **FREE Booklet #13**  
**VIOBIN** MONTICELLO, ILLINOIS



**by Jack Wakefield**

**EDITOR'S NOTE:** Jack Wakefield holds the dubious honor of being the most successful unknown comic in show business. He earns more than \$150,000 a year, is offered more work than he can accept, yet remains a virtual stranger to the general public. Wakefield was born in the Wakefield section of the Bronx, from which he took his stage name. He entered show business by winning an amateur contest nine times in succession in Brooklyn's Fabian Theater. He was then offered a job as a bar-singer. When audiences began walking out on him, Jack switched to telling jokes. He's been telling them ever since in all the major night spots throughout the country. At the moment he is working in a Broadway show, I Had a Ball. He lives in a 14-room house in Yonkers, commutes to the city each evening, somehow finds it strange that after 25 years in show business, he is "still more or less a complete unknown." Here with some of Wakefield's favorite funnies, which he has recited at the Copacabana in New York, the Sahara in Las Vegas, the Casablanca in Miami Beach, the Town Casino in Buffalo:

A friendly psychiatrist saw another psychiatrist struggling down Connecticut Avenue in Washington, D.C., carrying a couch on his head. "Why the couch?" he asked.

"House call," was the burdened reply.

You've gotta give us Americans a lot of credit. How else could we buy a new car every year?

The modern American is a person who drives a bank-financed car over a bond-financed highway on a credit card.

One day my youngest daughter bragged that she had developed an entirely new personality. I made her wash it off.

Nowadays bachelors spend so much on wine, women and song they have nothing left for luxuries.

My little daughter was telling her teacher about losing her baby teeth. "I've already lost three," she explained, "and a fourth one is very loose. Pretty soon I'll be running on the rim."

Just remember! You're middle-aged when the girl you whistle at assumes you're calling your dog.

Here's a great idea for making sure that crime doesn't pay. Let the government run it.

The human tongue weighs practically nothing, but so few people are able to hold it.

Applicants for jobs on a dam project in Nevada had to take a written examination. The first question was, "What does 'hydrodynamics' mean?" One guy hesitated, then wrote, "It means I don't get the job."

**YES... a Priest CAN  
Forgive Your Sins!**

You may not accept the idea of confessing your sins to a priest, as Catholics do.

Perhaps you believe, as many do, that Confession is not of divine origin... but only an invention of the Catholic Church. And possibly you will insist that God alone has the power to forgive sins and you therefore confess directly to Him.

Catholics know that Christ Himself instituted the Sacrament of Penance, which includes Confession, when He said to His Apostles: "Receive ye the Holy Ghost; whose sins ye shall forgive, they are forgiven them; whose sins ye shall retain, they are retained" (John 20:22, 23).

If they were faithful to these instructions, could the Apostles have neglected preaching Confession and Penance from the very beginning of their ministry? They and their disciples went everywhere proclaiming the doctrine given them by Christ, establishing churches, and appointing Bishops and priests upon whom they conferred the same authority.

Christ was not speaking in parables when He said: "Whose sins ye shall forgive, they are forgiven them; whose sins ye shall retain, they are retained" (John 20:22, 23). No words could be plainer. And the subsequent actions of the Apostles leave no doubt that they understood exact-

ly the responsibility and the authority vested in them.

The writers of the Church, whose testimony bears witness to the traditional belief and practice from the earliest days of Christianity, insisted on Confession as the necessary means of regaining God's favor. They tell us that Confession was made, not to laymen but to priests who exercised the power of forgiving sins by virtue of Christ's commission. Origen and St. Cyprian in the second century; Pacian and Aphraates in the third, and St. Chrysostom and St. Augustine, in the fourth, all left historical testimony of the acceptance of the Sacrament of Penance by the first Christians.

For 1,500 years, the faithful of all Christendom confessed their sins to a priest, just as Catholics still do the world over today. And every Catholic, whether he be the ruler of a nation or the humblest of men, must be truly repentant and must confess his sins if he wants God's forgiveness.

Holy Scripture clearly tells us that Christ DID establish the Sacrament of Penance. If you want to know more about this Sacrament which can bring the grace of God into the most sinful heart, write for our free pamphlet entitled: "Yes... A Priest Can Forgive Your Sins." It will be sent immediately. Nobody will call on you. Ask for Pamphlet PR-46.

**FREE-Mail Coupon Today!**

Please send me your free Pamphlet entitled: "Yes... A Priest CAN Forgive Your Sins!"

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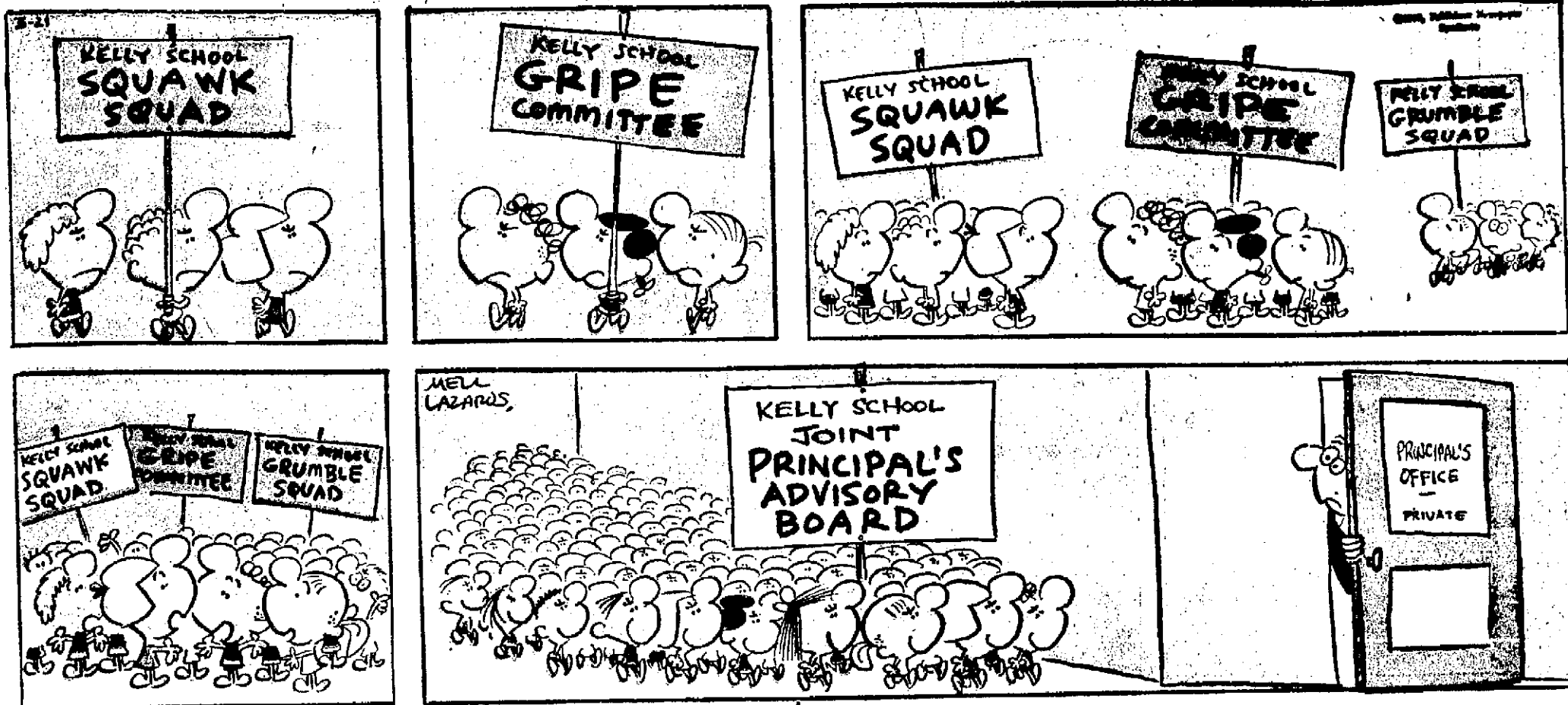
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# MISS PEACH

By Mell



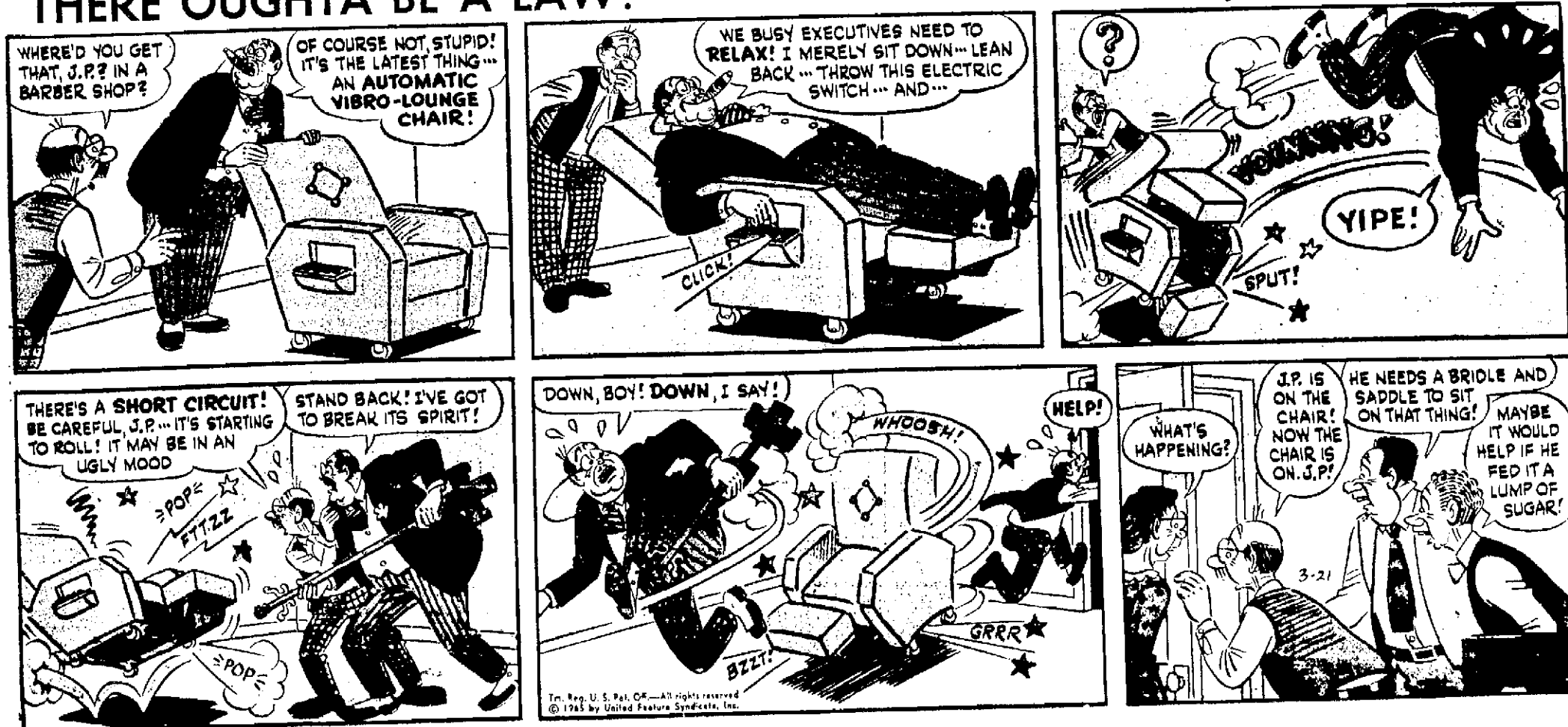
# POGO

By Walt Kelly



# THERE OUGHTA BE A LAW!

By Harry Shorten

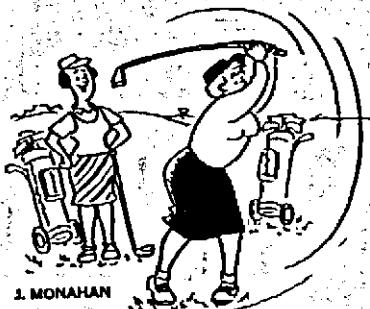




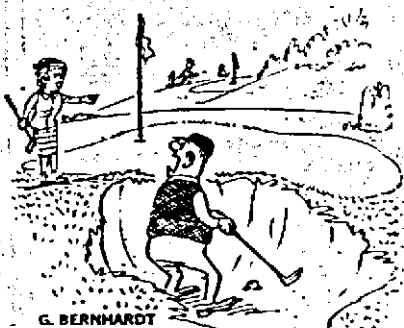
**fore and daft**



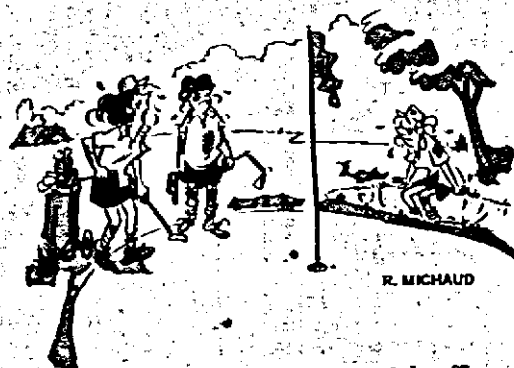
"I've got a baby brother who does that."



"Yesterday I hit a ball-in-one."



"There are enough big traps on this course—mind closing yours."



"You mean there're 17 more of these?"

## ANECDOTE OF THE WEEK

Sign in the bathroom of a Colorado motel: "Keep that song in your heart—these walls are thin."

**Better to begin with**

**but it gets better**

**and better**



Just looking you know Rath Bacon is loaded with lean. What you don't know until you get it in your fry pan is how beautifully it browns. What you can't know until you eat it is how beautiful it tastes. Sweet-cured, hickory-smoked Rath Bacon. Have some.

**Rath.**

**BLACK HAWK BACON**

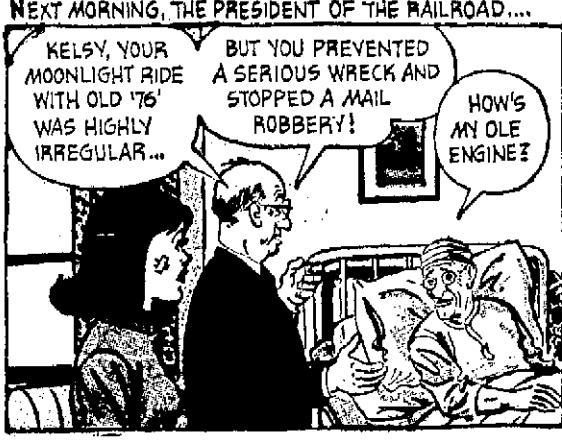
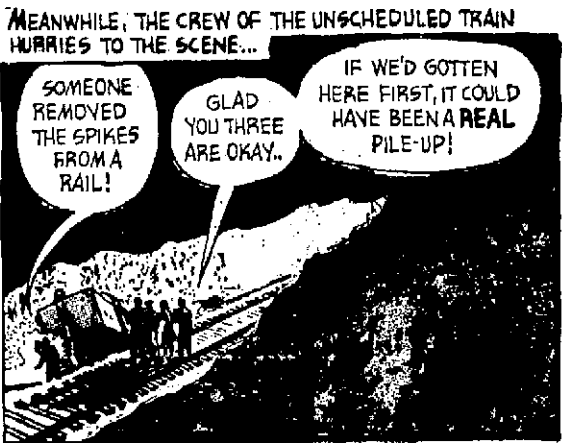
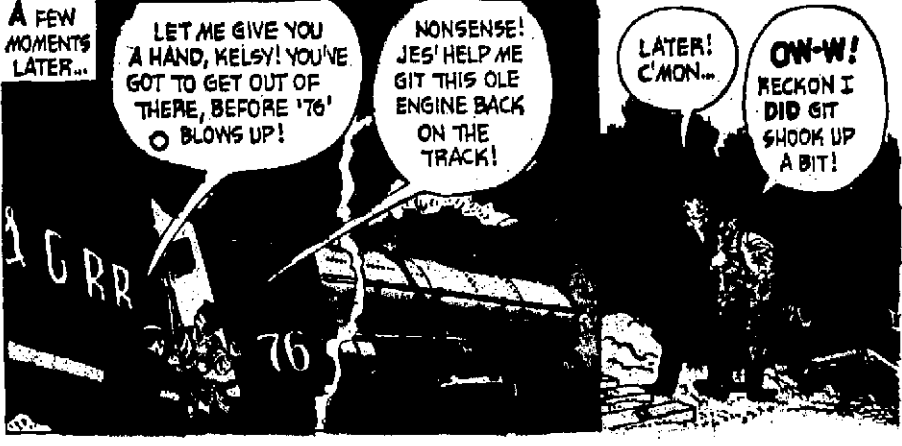
**FINER FLAVOR FROM THE LAND OF CORN**



CAPTAIN EASY

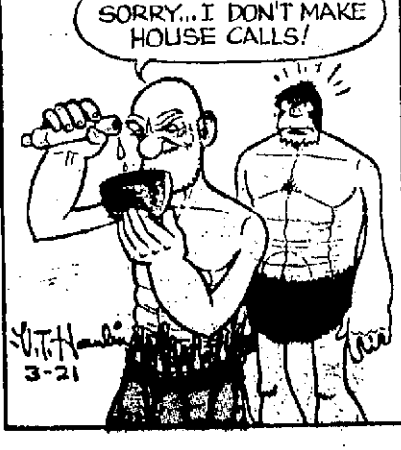
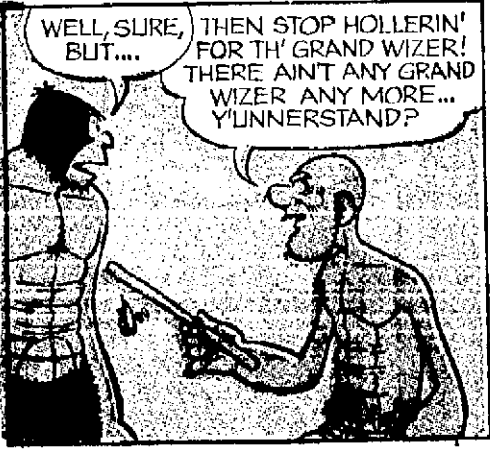
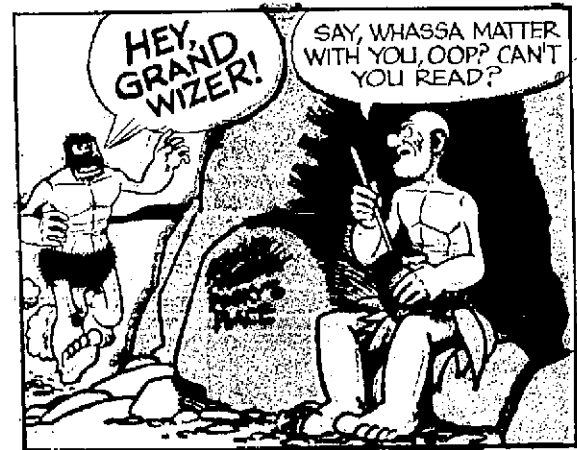
By Leslie Turner

EASY AND K.C. JUMP FROM '76' JUST AS THE OLD ENGINE LEAVES THE RAILS AND PLUNGES DOWN AN EMBANKMENT...



ALLEY OOP

By V. T. Hamlin



OVER \$1,000,000 PAID IN CLAIMS



HEAVEN READER'S ACCIDENT INSURANCE

BENEFITS PAID FOR	Railway Passenger Car Wreck	Freeway, Expressway, Steamship, Subway Wreck	Auto, Truck, Bus, Taxi, Bike Wreck, Pedestrian, etc.	Accidents at home, on the street, at school, etc.
LOSS OF LIFE or DOUBLE DISMEMBERMENT	\$10,000.00	\$5,000.00	\$1,000.00 to \$1,500.00*	\$500.00 to \$750.00*
LOSS OF A HAND, or FOOT, or SIGHT OF AN EYE	\$5,000.00	\$2,500.00	\$500.00 to \$750.00*	\$250.00 to \$375.00*
FOR SERIOUS ACCIDENTS:				
Disability benefits up to 10% of monthly rate of	\$600.00	\$400.00	\$300.00	\$180.00
Hospital Expense up to 10% of daily rate of	400.00	400.00	400.00	600.00
Ambulance Expense up to 10% of daily rate of	20.00	20.00	20.00	20.00
X-Ray Expense up to 10% of daily rate of	10.00	10.00	10.00	10.00
MAXIMUM TOTAL.....	\$1,230.00	\$1,230.00	\$930.00	\$810.00
FOR MINOR ACCIDENTS:				
Doctor Bill Expense up to 10% of daily rate of	\$30.00	\$30.00	\$70.00	\$30.00
X-Ray Expense up to 10% of daily rate of	10.00	10.00	10.00	10.00
MAXIMUM TOTAL.....	\$40.00	\$40.00	\$40.00	\$40.00

\*Benefits increase 1% each month to maximum of 30%.

ELIGIBILITY—Issued to men, women and children between ages 1 and 79—except those who have lost both hands or feet or sight of both eyes.

LIMITATIONS—Benefits—except Doctor Bill and X-Ray expense—reduced one-half for 60th birthday. No reduction in benefits first year.

RENEWABLE at option of Company.

EXCEPTIONS—Benefits paid in accordance with terms of National Casualty Company policy HM 7643-U. Does not cover accidents in a mine, in railroad yard or train except as fare-paying passenger; warlike; auto races, hunts.

This is only a partial description of the principal terms and provisions in the policy.

SEND NO MONEY WITH THIS APPLICATION

65c each month

To: Registrar Agent National Casualty Co., care of: Independent, Press-Telegram 404 Pine Ave., Long Beach, California, 90801

I apply for Accumulative Accident Insurance, to become effective day policy is issued and dated. I understand that it takes about 10 days to issue a policy and agree (1) to pay the premium of 65c per month; (2) designate person who collects for my newspaper as my messenger to deliver premium to above office; (3) that policy will automatically expire if I fail to pay premium when due. Insurance does not cover persons who have lost both hands and feet, or the sight of both eyes.

☐ FOR FIRST POLICY IN FAMILY—Send no money, pay carrier 65c each month at the same time you pay for paper.

☐ FOR EACH ADDITIONAL POLICY IN FAMILY—Enclose \$7.50 Annual Premium with each application.

☐ I NOW SUBSCRIBE TO THE INDEPENDENT

☐ I NOW SUBSCRIBE TO THE PRESS-TELEGRAM

Applicant's Full Name (Print given name like "John M." and last name) \_\_\_\_\_

Age (1 to 79) \_\_\_\_\_ Phone No. \_\_\_\_\_

Address (Street and no., or RFD) \_\_\_\_\_ (City and State) \_\_\_\_\_

Name one beneficiary, either a blood relation, family member or "Estate" \_\_\_\_\_

Name of Beneficiary (Print given name like "John M." and last name) \_\_\_\_\_ Relationship \_\_\_\_\_

Payments have been made to insured readers for almost every type of accident during the past 25 years. Over half a million dollars was paid in the past three years. This valuable insurance has recently been improved to include death and dismemberment benefits of \$5,000.00 FREEWAY COVERAGE

Independent, Press-Telegram



PARADE'S SPECIAL

## INTELLIGENCE REPORT

**LEG WARNING.** If you live in a cold climate, girls, and you want your legs to remain shapely, wear thick stockings, woolen skirts, warm underthings and heavy boots when outdoors. That's the advice of Dr. Alexander Boyd, head of the Department of Surgery, Manchester University. In cold weather, warns Dr. Boyd, girls run the risk of developing erythrocyanosis crurum puellarum frigidum, a condition in which tissue and fat multiply on cold legs to keep them warm. "Every week," claims Dr. Boyd, a bachelor, "I see six or seven cases of women who are perfect down to their legs, where they become gross. The skirts they wear are comparable to grass skirts in the Indies, and underneath their skirts, according to what my assistants tell me, they wear very little.... When the weather is freezing outside, women should keep their legs well-protected."

**MORE PSYCHIATRISTS.** In the past 16 years the number of psychiatrists in the U.S. has tripled, up from 5,000 in 1948 to 15,000 in 1964. Of the nation's 267,950 physicians, 6.3% are psychiatrists. Almost 10% of medical school students plan to go on to a residency in psychiatry.

**NEGRO EMPLOYMENT OPPORTUNITIES.** To improve their images, obey the law and promote equality, American corporations are making a determined effort to hire talented Negro college graduates. A Negro graduate in engineering now receives twice as many employment offers as his white counterpart, 16 to 8. Negro graduates from Ivy League colleges are overwhelmed by offers, receiving as many as 40 each. Personnel scouts from large corporations are also canvassing Negro colleges.

a practice rarely engaged in heretofore.

**PROGRESS.** New Jersey has become the first state to offer narcotics addicts a choice between the doctor and the jailer. Under a new law any addict over 21 can voluntarily apply for medical treatment, and younger addicts can obtain similar treatment if committed by a parent. The law provides that addicts arrested because of their habit shall be placed on probation if they agree to medical treatment for the full length of their sentence. If an addict drops treatment, he is subject to imprisonment.

**FACT OF FUTURE.** By the year 2000 the population of the U.S. will exceed 300 million. More than 80% of the people will live in cities. According to the President's 3-man Council of Economic Advisers, output per man-hour will triple what it is today, and the average family income at today's prices will be \$18,000.

### READ & SAVE

• Two of the most common medical complaints are backache and back pain. If you suffer from either, write Schering Corp., Dept. K, Union, N.J., for an excellent booklet, "Your Back and How to Care for It." The booklet contains instructions on how to detect faults in posture and correct them, how to stand without tiring the back, how to sit in a chair, lie in a bed, breathe correctly, strengthen back muscles. For women there are eight special rules. No charge.

• More than 5 million children in the nation, 16 and under, suffer from some form of allergy. Do you have one or several in your family? If so, a helpful paperback on the subject is *Your Allergic Child*, by Dr. Herman Hirschfeld, published by ARC Books, 219 Park Ave. South, New York, N.Y. 10003. Price: \$1.45.

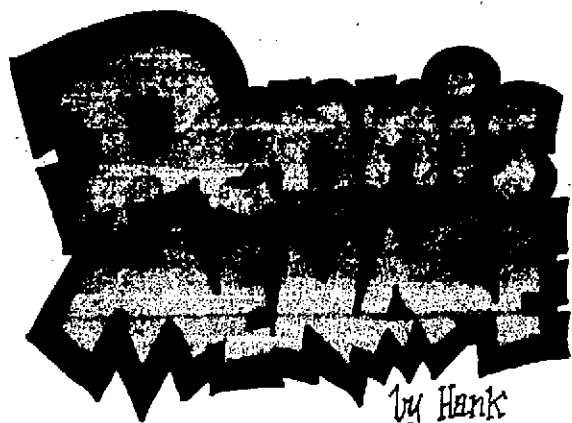
# Help stamp out runny noses.

Over 600 tiny "time pills" in a Contac<sup>®</sup> capsule work up to twelve hours to relieve sniffles, sneezes and stuffy nose. Contac is today's largest-selling cold medication at your pharmacy.

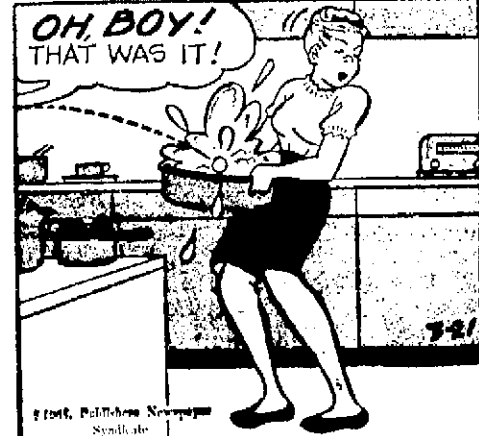
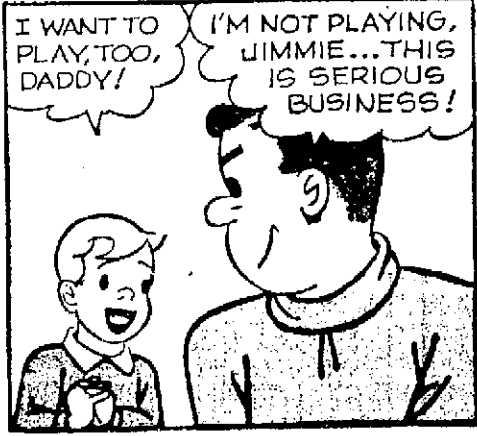
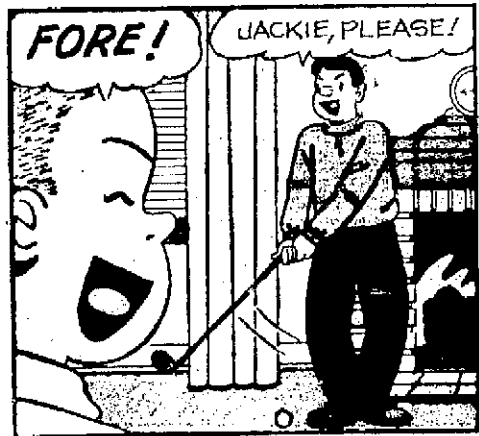
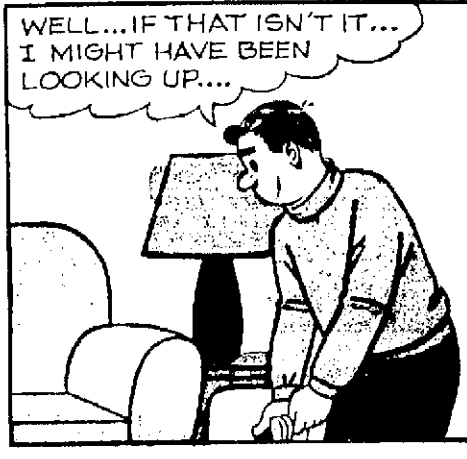
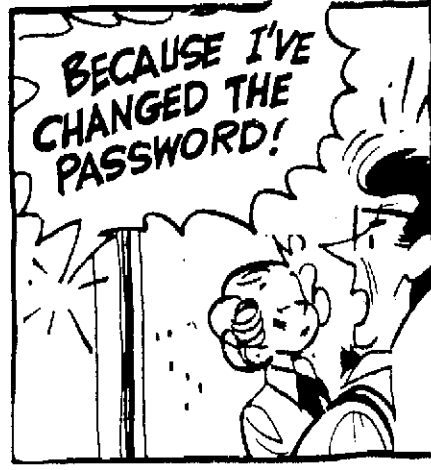
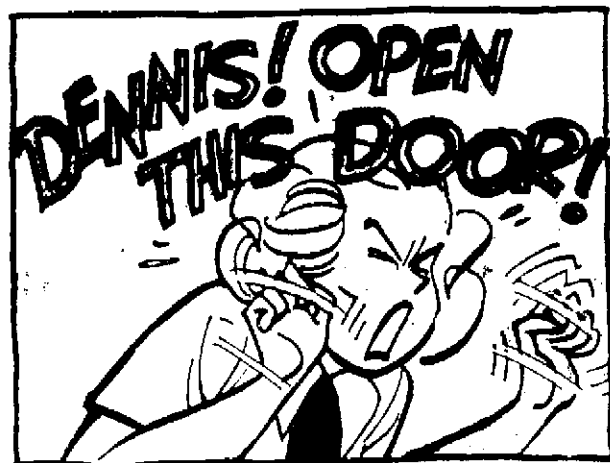


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Proprietary Pharmaceuticals made to Ethical Standards





by Hank Ketcham





# "FLASH" Across the Skies!

**Grisson and Young  
To Be First Crew  
For Gemini Flight**

HOUSTON, TEX. — Major  
Virgil I. Grisson and  
Commander John W. Young  
were selected today to be the  
first crew for the first  
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- Authentically detailed Revell Model Gemini Capsule: 1/48th scale. (4-9/16" long including launch adaptor module.)
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- Two hinged entrance doors to permit viewing of interior.
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...In This Brand New  
**TWO-MAN**

**GEMINI** Revell Model  
SPACE CAPSULE

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You ALSO Receive a Revell Model **MERCURY** Capsule...  
and, to introduce you to the Fascinating **SCIENCE PROGRAM**,  
You Get the Complete Activity Kit—"MAN IN SPACE"

ITS like being there "in person"! With this exciting model in your hands, you almost feel yourself zooming into the skies in our country's next giant strides toward the moon. You "are" an astronaut, about to rendezvous and dock with other satellites... during the awesome adventure of climbing outside the Capsule in the vast reaches of space!

With your Gemini Capsule you also receive, on this special 10¢ offer, a model of the one-man *Mercury* Capsule that carried astronauts Shepard, Grisson, Glenn, Carpenter, Schirra, and Cooper to heroic fame.

*Thrill* to the inside story of Man's Conquest of Space, revealed to you step-by-step in this introductory **MAN IN SPACE** science-adventure Activity Kit. Fascinating text and beautiful full-color pictures tell the story behind our dramatic space capsules... practically "put" you into earth orbit with our astronauts. You see how capsules and their booster rockets work... you learn about the mysterious problems facing our space pioneers... you discover how the United States plans to explore the moon.

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One month you cross the country in a jet liner's cockpit... watch everything the pilot does... listen to every word he speaks and hears. Another time a chemist shows you how he develops a new glass-like material for rocket noses... or you watch an astronomer locate a new planet by mathematics — years before anyone actually sees it is really there. On other "trips," leading radio engineers, architects, geologists, doctors, archaeologists, and many others show you fascinating and exciting "new worlds" almost beyond belief.

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To acquaint you with this exciting Program, we will send you, for only 10¢, these two authentic **MERCURY CAPSULE** and **GEMINI CAPSULE** models, together with your **MAN IN SPACE** Activity Kit. We'll also send the current Activity Kit, for which you will be billed only \$1 plus shipping. If you do not wish to continue in the Program, simply write us within 10 days to cancel. Otherwise, you will receive a new Science Kit every month, at only \$1.00 each plus shipping. You do not have to take any minimum number of future kits; you may cancel at any time. Mail coupon now, with only 10¢, to:

SCIENCE PROGRAM, Garden City, L. I., New York.

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When You Send Only 10¢ (To Help Cover Shipping) and Accept  
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1. Special introductory GEMS: Authentic Revell Models of both the **GEMINI CAPSULE** and **MERCURY CAPSULE**!
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3. Beautiful full-color photoprints of "Man in Space" — showing research equipment, rocket tracking, Earth from space, and — with gummed backs for mounting prints in the album.
4. Huge Wall Chart with full-color snap-outs of manned space capsules to be attached to chart.
5. Science Bulletin which keeps you abreast of latest monthly developments in science.
6. Handsome pull-drawer library case large enough to hold a number of albums.

Send 10¢ with coupon below to help cover shipping. We will rush your introductory Package described above, enroll you as a Trial Member in the Science Program, and then send the current Activity Kit with a bill for only \$1 plus shipping.

After examining this package, you may (if you wish) cancel membership at once simply by writing within 10 days. As a Member you will receive a new kit each month at only \$1 plus shipping. You may accept as many or as few kits as you wish, and you may resign at any time.

SCIENCE PROGRAM, Dept. SFA-3

Garden City, L. I., New York

I enclose 10¢ to help cover shipping. Please rush my introductory Package and enroll me as a Trial Member of the Science Program, as outlined above.

Name (PLEASE PRINT FULLY)

Address

City State

If under 18, parent

must sign below

(Offer Good in Continental U.S.A. Only)

1. FOLD DOWN OVER DIME

2. FOLD DOWN OVER DIME

3. FOLD DOWN OVER DIME

4. FOLD DOWN OVER DIME

5. FOLD DOWN OVER DIME

6. FOLD DOWN OVER DIME

7. FOLD DOWN OVER DIME

8. FOLD DOWN OVER DIME

9. FOLD DOWN OVER DIME

10. FOLD DOWN OVER DIME

11. FOLD DOWN OVER DIME

12. FOLD DOWN OVER DIME

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19. FOLD DOWN OVER DIME

20. FOLD DOWN OVER DIME

21. FOLD DOWN OVER DIME

22. FOLD DOWN OVER DIME

23. FOLD DOWN OVER DIME

24. FOLD DOWN OVER DIME

PLACE  
DIME  
HERE

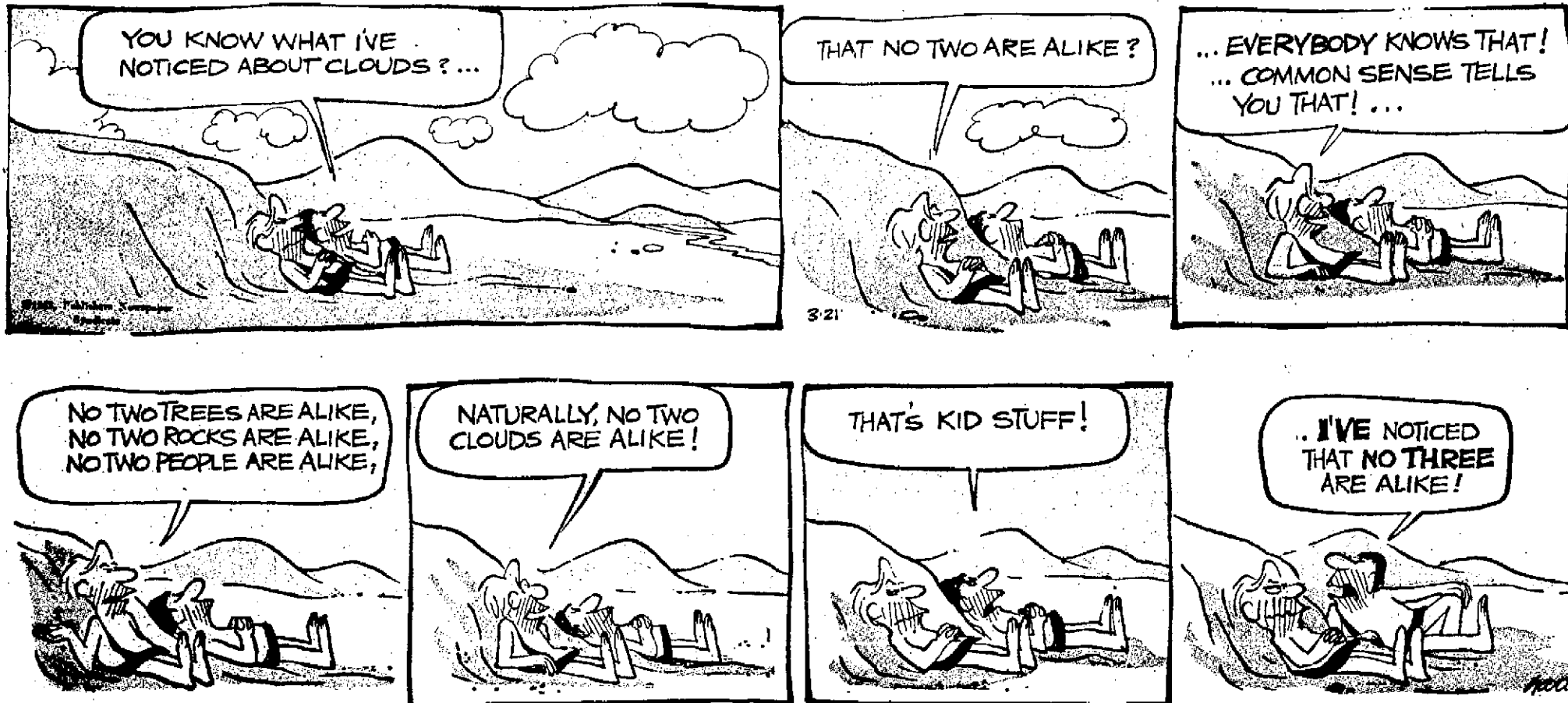
DO NOT  
TAPE ON SEAL



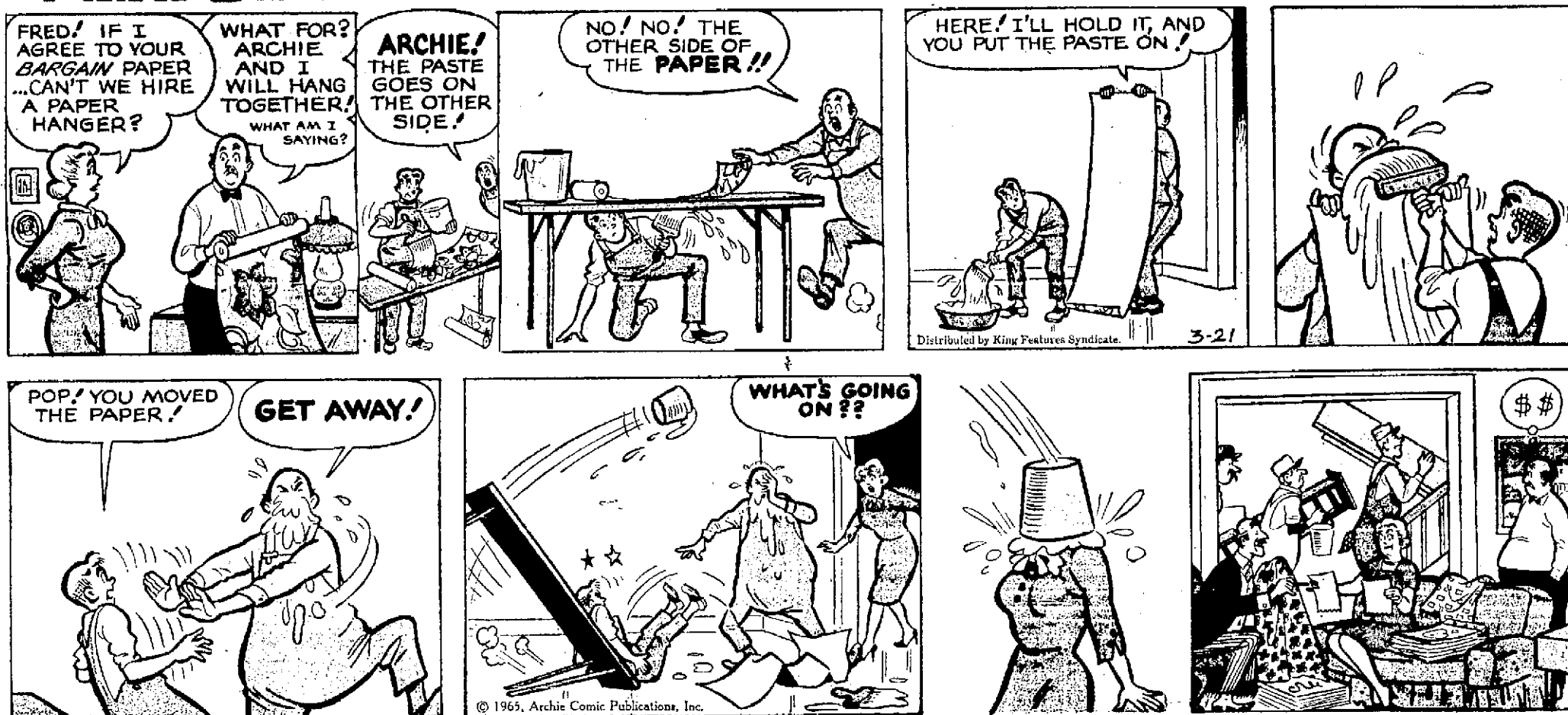
You  
Get This  
**MERCURY CAPSULE**  
Model, Too

Here, in a 6 1/2" model  
accurate in every  
authentic detail, is the  
famous capsule that  
carried our first American  
astronauts orbiting through  
space at 18,000 mph.





ARCHIE



THE JACKSON TWINS





THOSE WHO HAVE WEALTH MUST BE WATCHFUL AND MARY. T.H. BAYLY. HE WHO MULTIPLIES RICHES MULTIPLIES CARES. BENJAMIN FRANKLIN.

YOU AND TOPAZ MUST HAVE BEEN HERE FOR A SPELL, JEREMIAH, TO GET SO MUCH DONE!

ABOUT A YEAR AGO, GUESS IT WAS, WE FIRST LIT HERE!

BUILDING YOUR CABIN TOOK TIME, EVEN WITH TIMBER NEARBY, AND I SAW HOW MUCH YOU'VE BLASTED AND DUG OUT OF THAT BORE!

REAL MINING MAND NOTICE THAT BEEN AT IT PRETTY STEADY!

KNOWING YOU, I GUESS YOU MUST FIGURE YOU'VE HIT SOMETHING PRETTY SPECIAL HERE!

WELL, I THINK SO, OLIVER! BUT I WANT YOUR JUDGMENT ABOUT THAT!

GOT SORT OF A LAB IN HERE; FEW SAMPLES; CHECK 'EM OUT AND SEE WHAT YOU THINK!

HM-M-YES; WELL, THIS ISN'T JUST ORDINARY ROCK, THAT'S FOR SURE!

NICE LITTLE FURNACE YOU BUILT! GOT CHARCOAL TOO! REALLY HEATING UP NOW! AH-H! THAT COLOR! GOT THOSE SCALES BALANCED?

AN HOUR LATER--

YOU KNOW SOMETHING, JEREMIAH? YOU'VE REALLY HIT THE JACK POT THIS TIME! HOW MUCH OF THIS Y'FIGURE THERE IS?

WHOLE LITTLE MOUNTAIN SEEMS T'BE NOTHIN' ELSE BUT!

ONLY PLACE I'VE EVER RUN INTO THIS STUFF BEFORE WAS DOWN IN BOULMA; JUST A SMALL POCKET! HAD A BIG POLITICAL UPROAR; MAN OWNED THE MINE GOT KILLED! MINE BLOTTED OUT BY AN AVALANCHE!

YOU, JEREMIAH, HAVE FOUND UNFOLD BILLIONS OF DOLLARS WORTH OF THE MOST WANTED MINERAL ON EARTH!

FOUND IT, YES! BUT TRY TO LIVE TO COLLECT ON IT!

HOW TRUE! FINDING A VAST FORTUNE AND HOLDING IT? FEW MEN EVER MAKE IT! BUT HERE WE HAVE TIME TO FIGURE OUT A WAY!

TIME? THAT'S WHAT YOU THINK, "DADDY," AS THE BOUNTY HUNTER COMES NEARER AND NEARER AND NEARER!

TEN THOUSAND BUCKS, DEAD OR ALIVE! HE HAD TO COME THIS WAY!

ALL NICE AND LEGAL! GOT THE PAPERS TO PROVE HE WAS FOUND TO BE A CRIMINALLY HOMICIDAL MANIAC! SO-O, HELL HAVE RESISTED AND I HAD TO SHOOT HIM! HO! WHAT HAVE WE HERE?

HAROLD GRAY

# NANCY

By Ernie Bushmiller

HAVE YOU SEEN SLUGGO AROUND?

NOPE

ANYONE SEEN SLUGGO TODAY?

NO NO

I'LL BET HE'S HIDING FROM ME BECAUSE HE OWES ME A DOLLAR

WHAT A STUPID PLACE TO HIDE

RESTAUR

SHINE

ADVERTISEMENT

14.1 CUBIC FOOT

- King-size twin crispers hold a bushel
- Glide-out shelf puts food at your finger tips
- Big 109-pound "zero-degree" freezer
- Super-storage door holds even tall bottles, half-gallon milk containers

Model EMT-14C

AUTOMATIC DEFROSTING

Giant size - giant value!

RCA Whirlpool

COMBINATION REFRIGERATOR FREEZER

EASY TERMS

\$249.95

Price and terms subject to change without notice. Two-tone copper slightly higher.

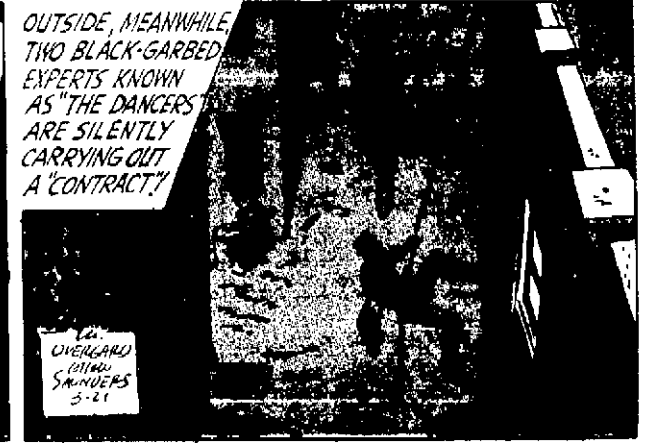
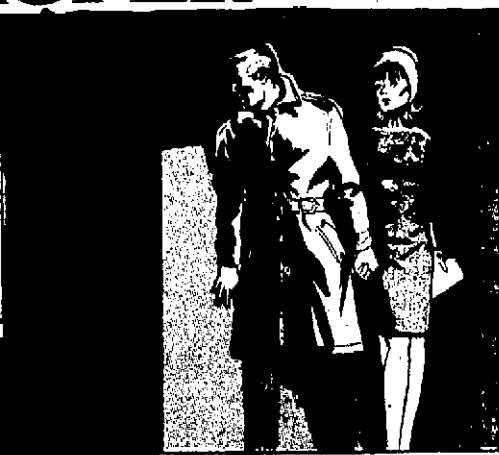
SEE THIS GREAT VALUE NOW AT YOUR NEAREST RCA WHIRLPOOL DEALER!

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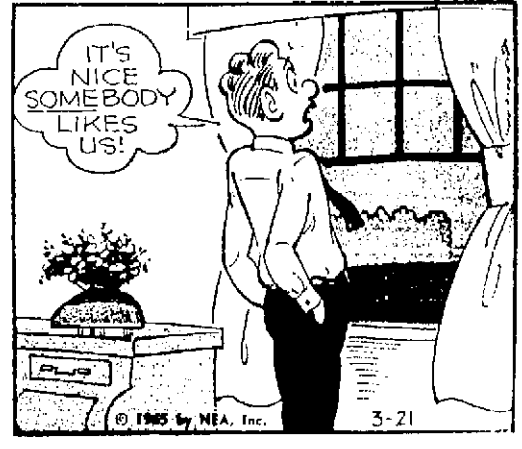
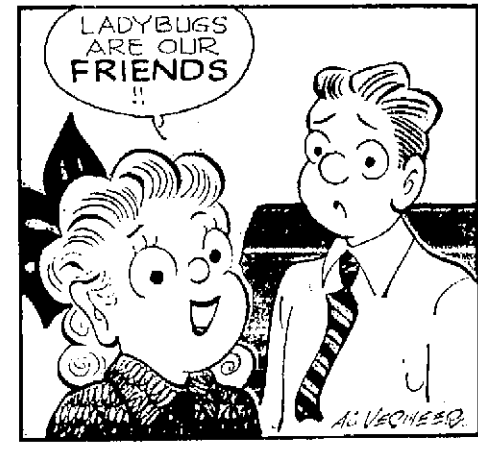
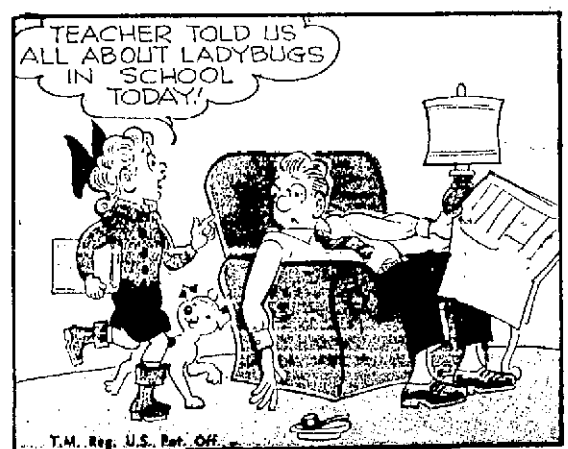
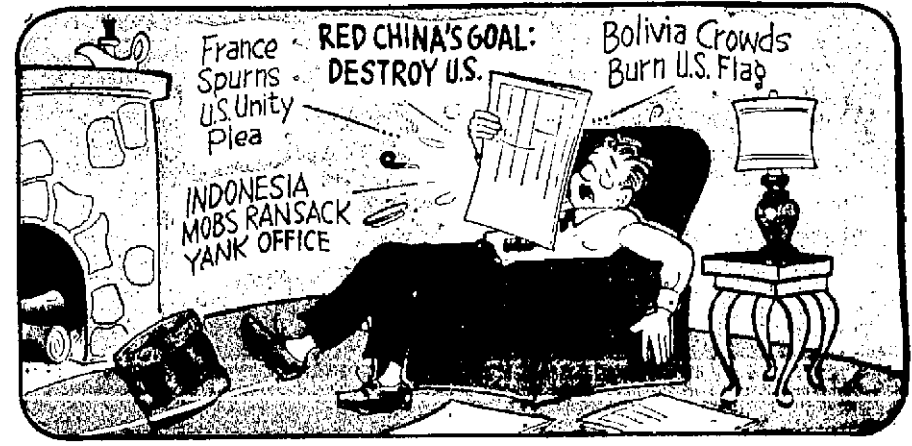
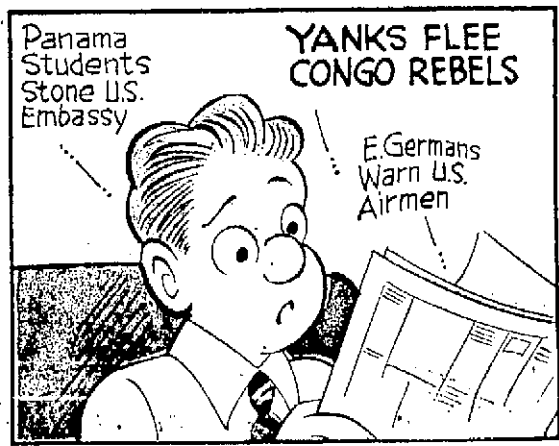
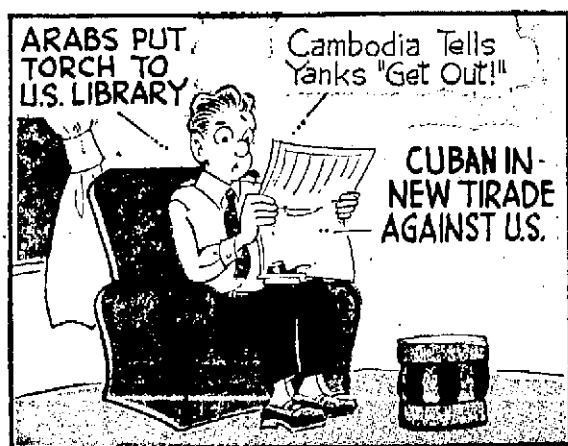
# STEVE ROPER

By Saunders and Overgard



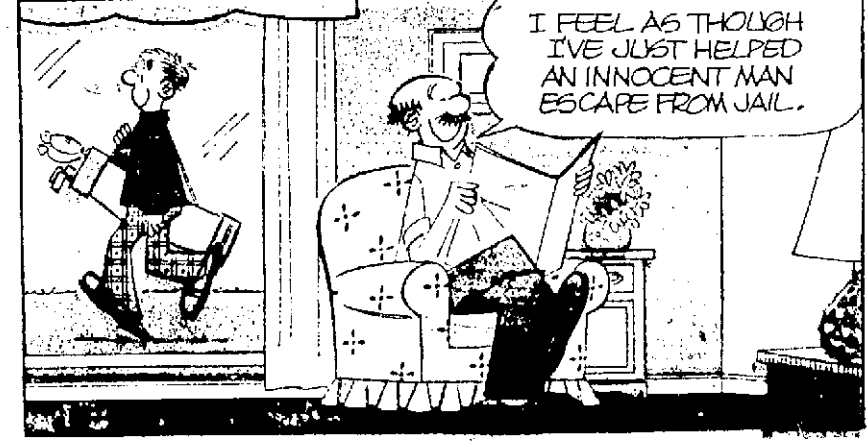
# PRISCILLA'S POP

By Al Vermeer



# MORTY MEEKLE

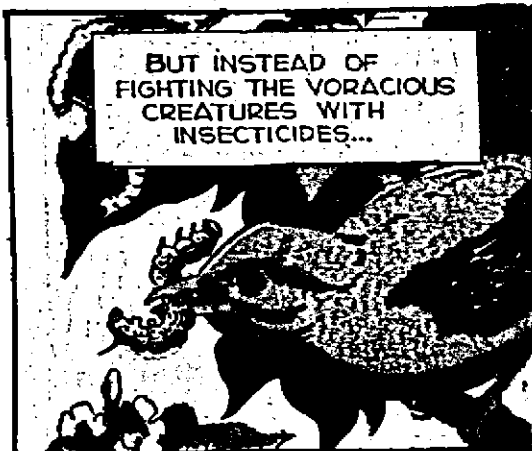
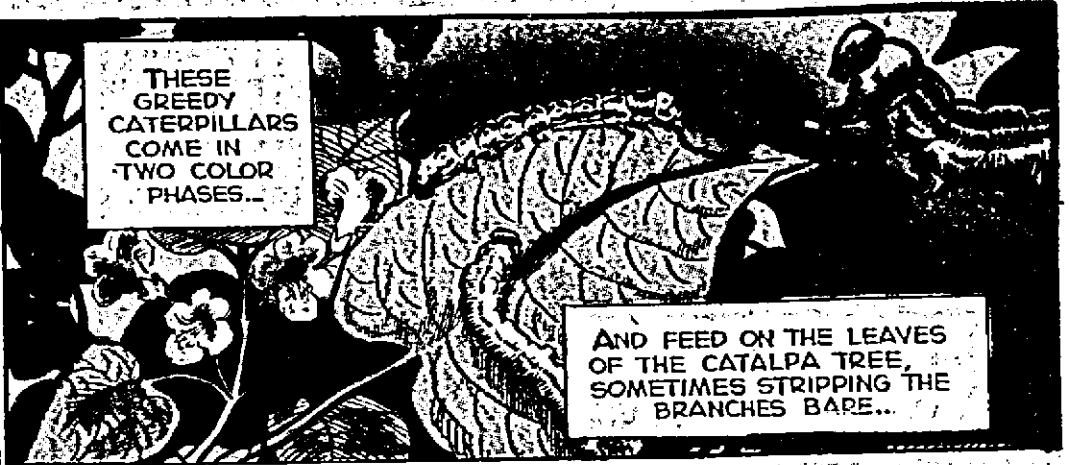
By Dick Cavalli



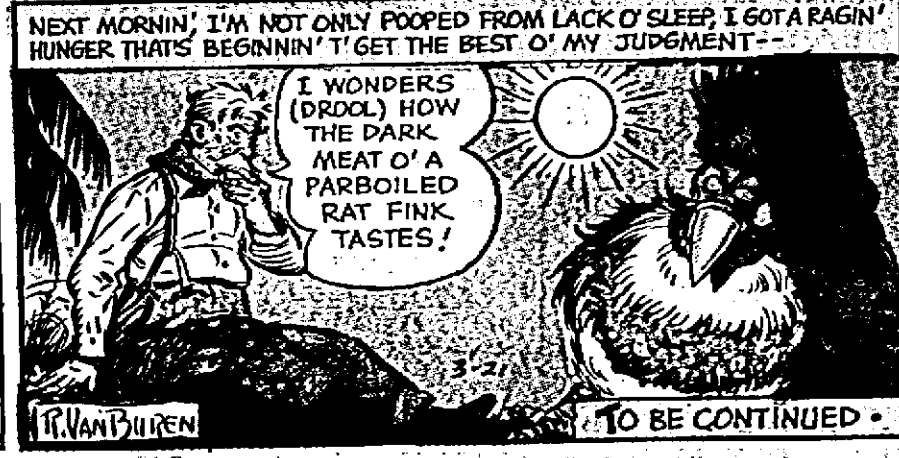
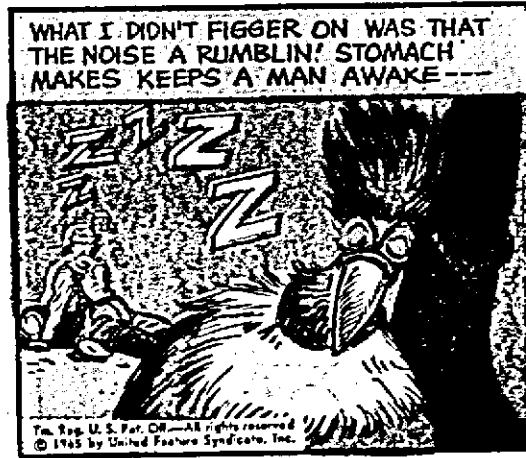
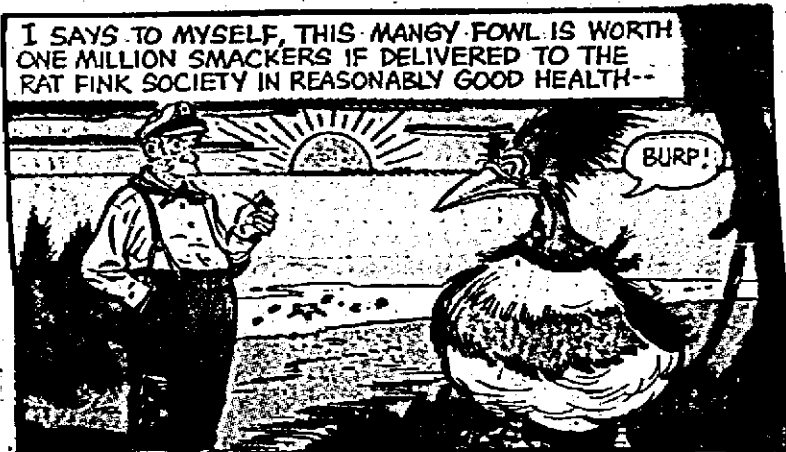


# MARK TRAIL

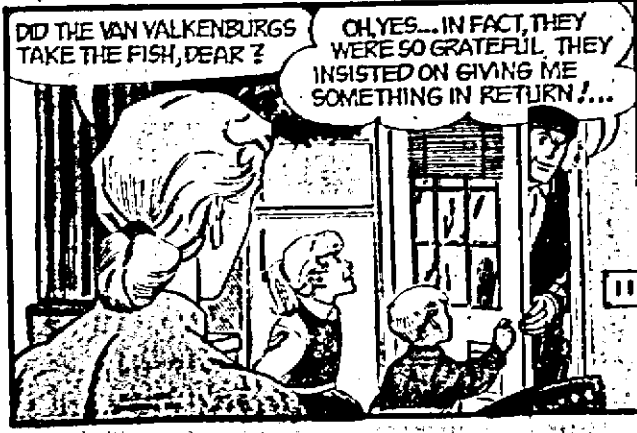
by



## ABBIE AN' SLATS



## JOE PALOOKA



## By Ham Fisher

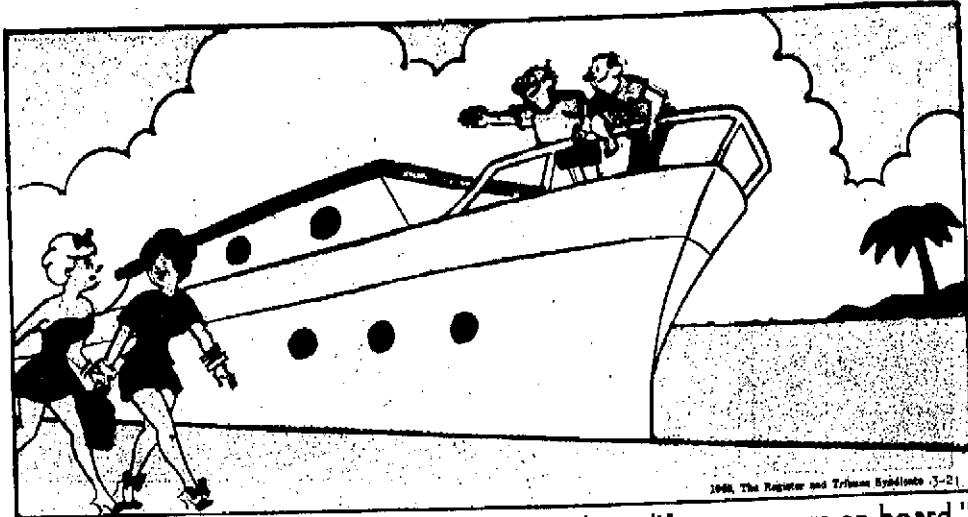




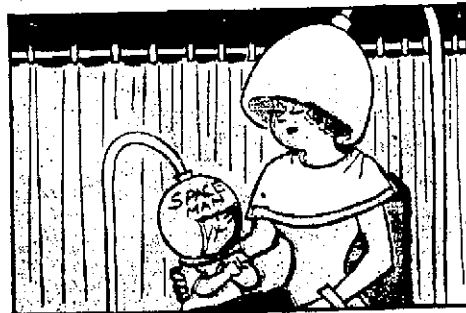
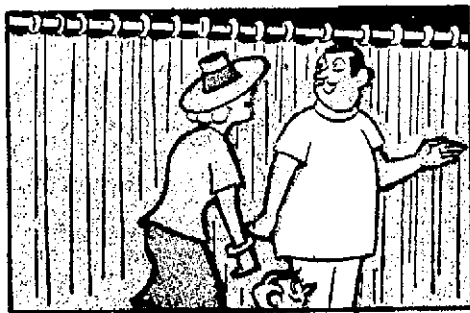
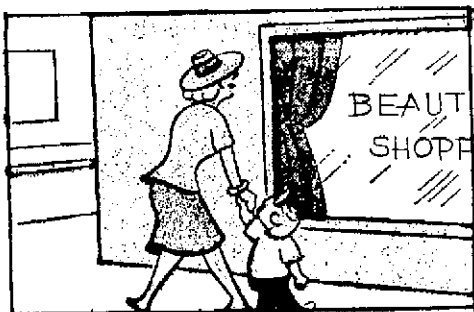
"I dread those days when we kiss and make up."



"Kansas City?—Just follow that arrow..."



"Of course we'd be safe-- they're bound to have life preservers on board."



**Sideshow**

ALL PUNS SENT IN CANNOT BE USED, BUT IF YOURS IS SELECTED FOR PUBLICATION, YOU WILL BE NOTIFIED.

**Sideshow**  
5% THIS NEWSPAPER.

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ATLANTA 5, GA.

**SUB DUDE**

JAMES ASHLEY  
1191 FOREST HILLS S.E.  
GRAND RAPIDS, MICH.

**CLOSING OUT**  
EVERYTHING  
1/2 PRICE

**LAST GOOD BUYS**

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**HORSE DRAWN BUGGY**

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**THIS FILLS THE BILL**

MICHAEL MYERS  
2325 77TH AVE.  
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**105 DAYS SAME AS CASH**

... OR UP TO 12 MONTHS TO PAY ... SET PAYMENT TO FIT YOUR BUDGET

**NO MONEY DOWN NEEDED**  
1ST PAYMENT MAY 5th

**Open 9 'til 9 Daily & Sun.; Wed. 9 to 6**

USE YOUR BANKAMERICARD

U. S. INSPECTED HEAVY TENDER & DELICIOUS

**BEEF HALVES**

**27¢ lb.**

200 LBS. UP—CUT & DOUBLE WRAPPED FREE

EXAMPLE: 200 lbs. at 27¢ lb. \$18 per mo. for 3 mos.

**NO FREEZER? Lockers \$1.50 per mo.**

Call LO 4-2618 or 532-3346 NOW

(If Toll Call, Call Collect) or come in — to make an appointment in advance to select your meat and watch it processed in 30 minutes.

**BLACK ANGUS'S BEEF SALE**

7 BIG DAYS

Sale Ends Sat., March 27th

**4 CONVENIENT LOCATIONS**

**SOUTH GATE**

9821 CALIFORNIA AVE.

Take Long Beach Freeway to Pico-stone, go West to California Ave. (between Atlantic and Long Beach Blvd.), turn left and go approximately one mile to 9821 California.

**ORANGE**

1711 W. CHAPMAN AVE.

From Long Beach or Lakewood, take San Diego Freeway to Garden Grove Blvd. Go East to Beach Blvd. Turn left and go to Chapman, turn right and go East past Santa Ana Freeway.

**FREE!**

10 Lbs. Beef Filet Mignon (Consisting of About 20 Steaks)

— OR —

50 Pork Chops FREE with purchase of half or more

**BLACK ANGUS FREEZER MEATS, INC.**

**GUARANTEE**

Guaranteed to Satisfy

If not satisfied return within 10 days and your purchase will be replaced or money refunded.

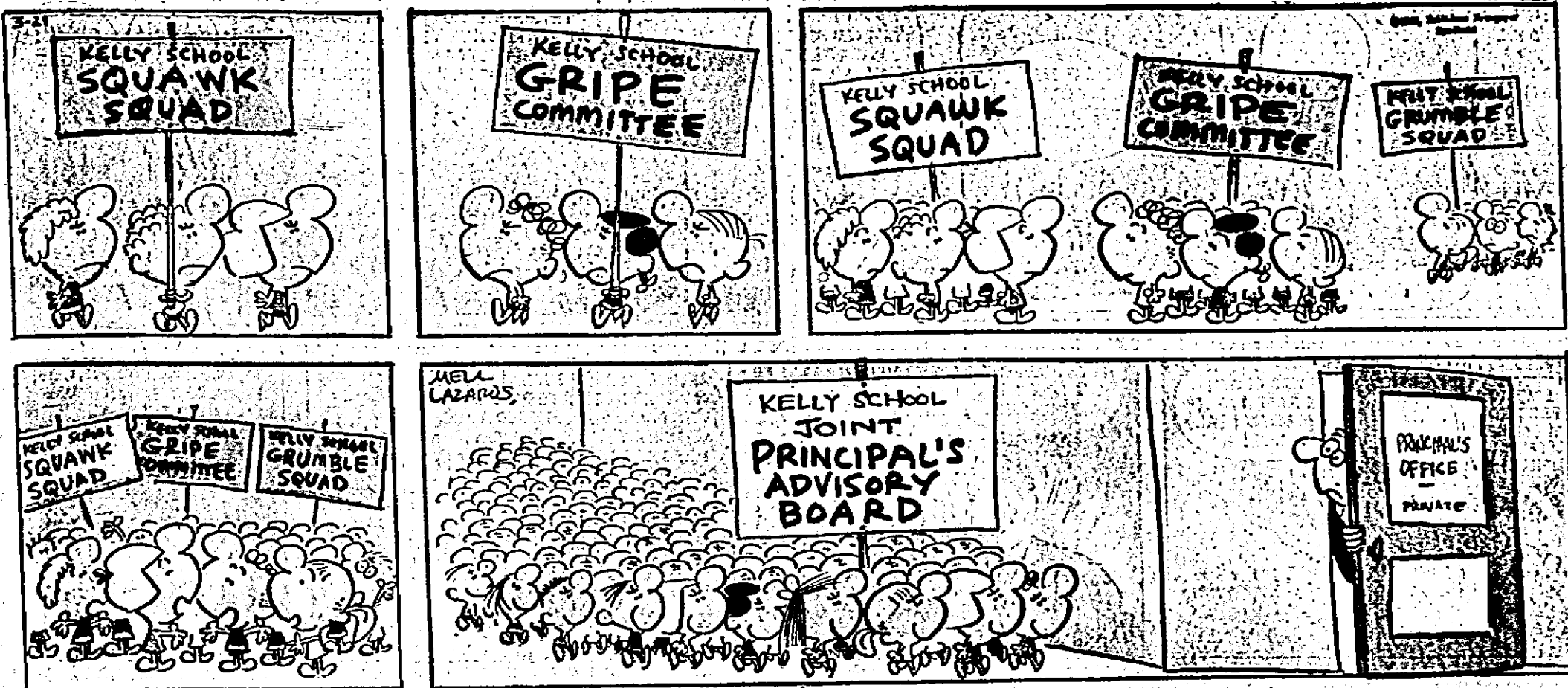
**33¢ lb.**

U.S. Inspected BEEF HINDS



# MISS PEACH

By Mell



# POGO

By Walt Kelly



# THERE OUGHTA BE A LAW!

By Harry Shorten





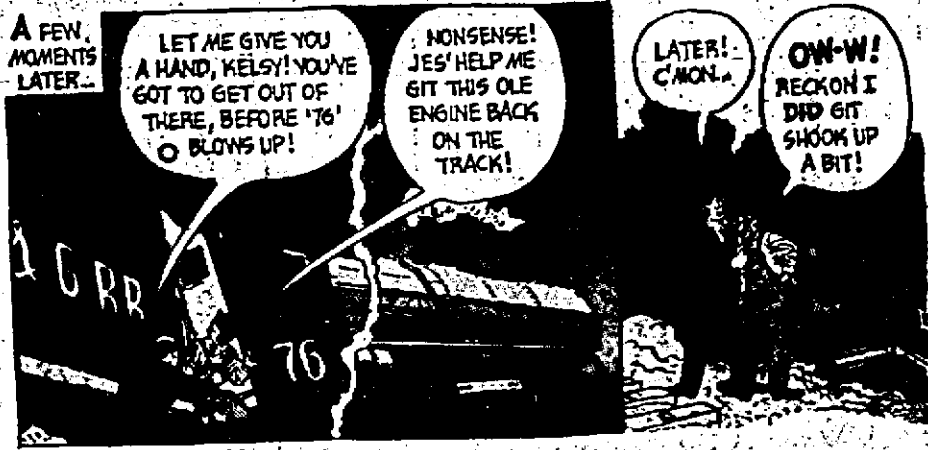
# CAPTAIN EASY

By Leslie Turner

EASY AND K.C. JUMP FROM '76 JUST AS THE OLD ENGINE LEAVES THE RAILS AND PLUNGES DOWN AN EMBANKMENT—



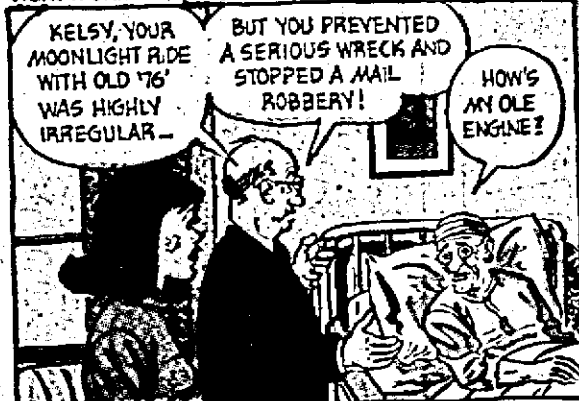
A FEW MOMENTS LATER...



MEANWHILE, THE CREW OF THE UNSCHEDULED TRAIN HURRIES TO THE SCENE—

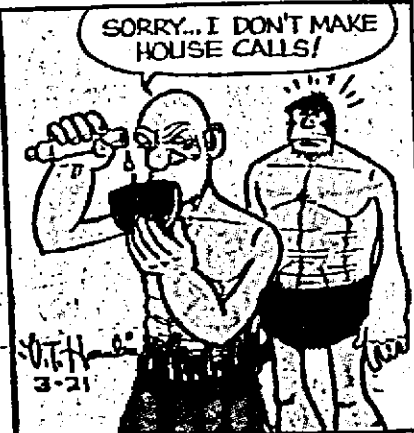
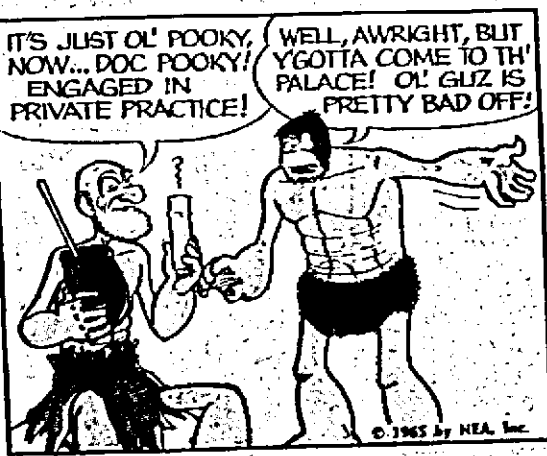
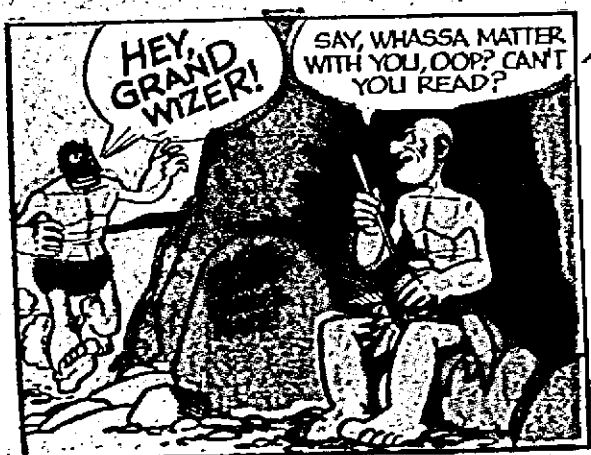


NEXT MORNING, THE PRESIDENT OF THE RAILROAD...



# ALLEY OOP

By V. T. Hamlin



## OVER \$5,000 PAID IN CLAIMS

Payments have been made to insured readers for almost every type of accident during the past 25 years. Over half a million dollars was paid in the past three years. This valuable insurance has recently been improved to include death and dismemberment benefits of **\$5,000.00 FREEWAY COVERAGE**

BENEFITS PAID FOR	Railway Passenger Car Wreck	Freeway, Expressway, Streetcar, or Subway Wreck	Auto, Truck, Bus, Trolley, or Other Motor Vehicle Wreck	Accidents at Home, on the Street, or in Public Places
LOSS OF LIFE OR LIMB OR DISMEMBERMENT	\$50,000.00	\$25,000.00	\$10,000.00 to \$4,500.00*	\$500.00 to \$750.00*
LOSS OF A HAND, A FOOT, OR SIGHT OF AN EYE	\$5,000.00	\$2,500.00	\$200.00 to \$750.00*	\$750.00 to \$1,250.00*
FIRE SEVERE ACCIDENTS				
Disability benefits up to 100% of weekly wage	\$600.00	\$600.00	\$600.00	\$600.00
Hospital Expenses up to \$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Ambulance Expenses up to \$100.00	\$100.00	\$100.00	\$100.00	\$100.00
X-Ray Expenses up to \$100.00	\$100.00	\$100.00	\$100.00	\$100.00
MAXIMUM TOTAL	\$1,700.00	\$1,700.00	\$1,700.00	\$1,700.00
FOR MINOR ACCIDENTS				
Doctor Bill Expense up to \$100.00	\$100.00	\$100.00	\$100.00	\$100.00
X-Ray Expense up to \$100.00	\$100.00	\$100.00	\$100.00	\$100.00
MAXIMUM TOTAL	\$200.00	\$200.00	\$200.00	\$200.00

\*Benefits increase 1% each month to maximum of 25%.

ELIGIBILITY—Insured by men, women and children between ages 1 and 79—except those who have lost both hands or feet or sight of both eyes.

TERMINATIONS—Benefits except Doctor Bill and X-Ray expenses—terminated immediately after death. No reduction in benefits for first year.

RENEWABLE at option of Company.

EXCEPTIONS—Benefits paid in accordance with terms of National County Company policy 100-7000-10. Do not cover accidents in a motor vehicle or on a train except as non-paying passengers traveling under their own power.

This is only a partial description of the complete terms and provisions in the policy.

**65c** each month

To: Registrar Agent  
National County Co., care of:  
Independent Press-Telegram  
684 Pine Ave.,  
Long Beach, California, 90801

I apply for Accumulative Accident Insurance, to become effective day policy is issued and dated. I understand that it takes about 10 days to issue a policy and agree (1) to pay the premium of 65c per month; (2) designate person who collects for my newspaper as my messenger to deliver premium to above office; (3) that policy will automatically expire if I fail to pay premium when due. Insurance does not cover persons who have lost both hands and feet, or the sight of both eyes.

☐ FOR FIRST POLICY IN FAMILY—Send no money, pay carrier 65c each month of the same time you pay for paper.

☐ FOR EACH ADDITIONAL POLICY IN FAMILY—Enclose \$7.50 Annual Premium with each application.

☐ I NOW SUBSCRIBE TO THE INDEPENDENT

☐ I NOW SUBSCRIBE TO THE PRESS-TELEGRAM

Associate's Print Name \_\_\_\_\_ (Print given name like "John M." and last name)

Age \_\_\_\_\_ (1 to 79) Phone No. \_\_\_\_\_

Address \_\_\_\_\_ (Street and No. or R.F.D.) (City and State)

Send me beneficiary, either a loved relative, family member or "Other"

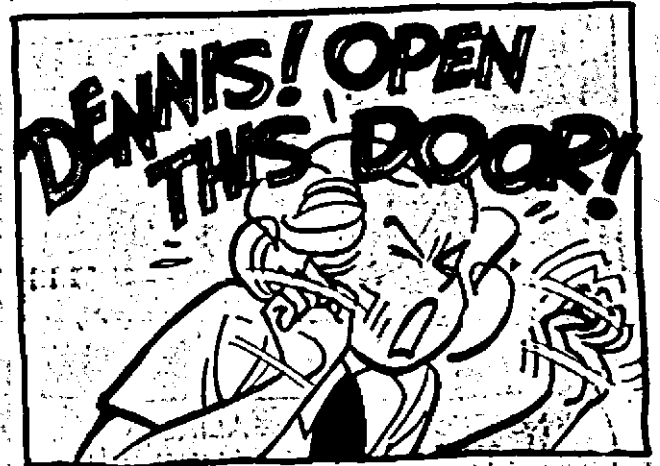
Name of Beneficiary \_\_\_\_\_ Relationship \_\_\_\_\_ (Print given name like "John M." and last name)

Independent Press-Telegram





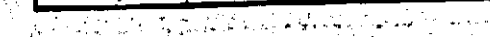
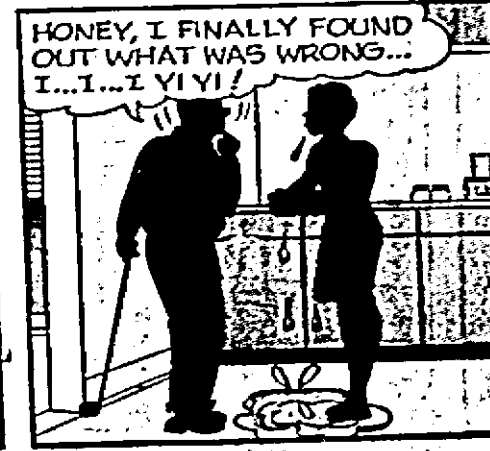
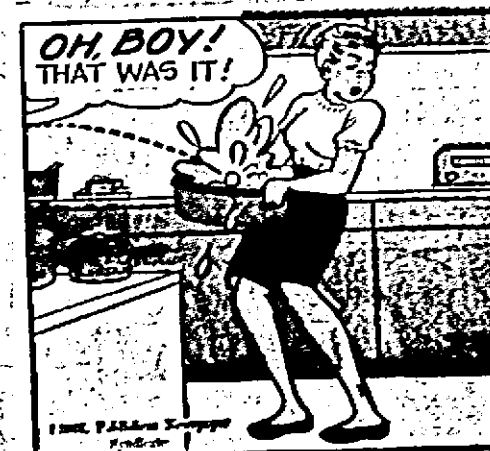
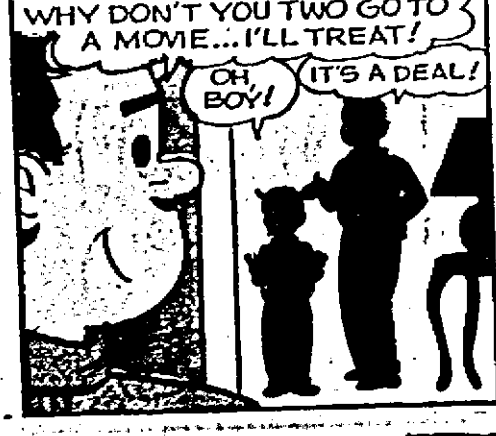
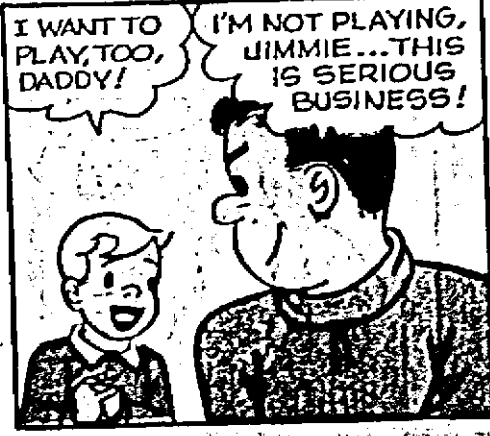
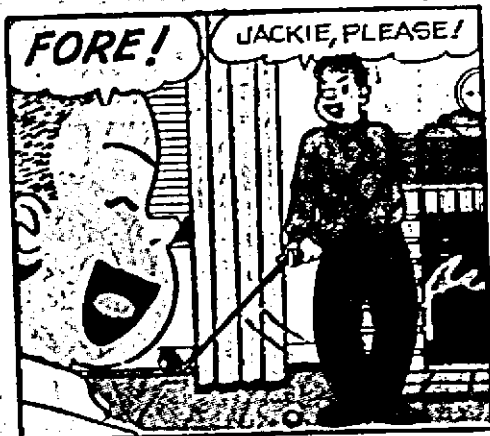
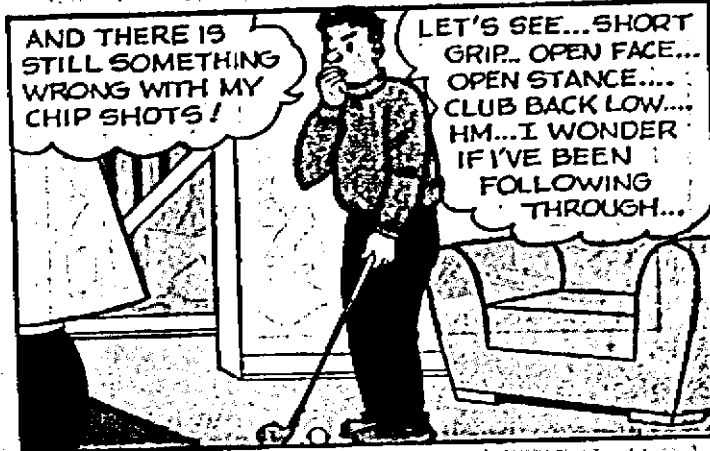
by Hank Ketcham



by CARL GRUBERT

DOGGONIT!

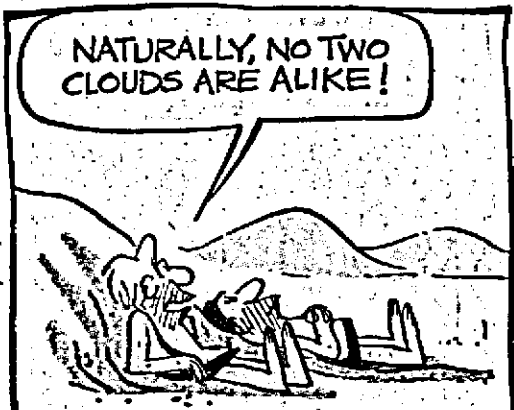
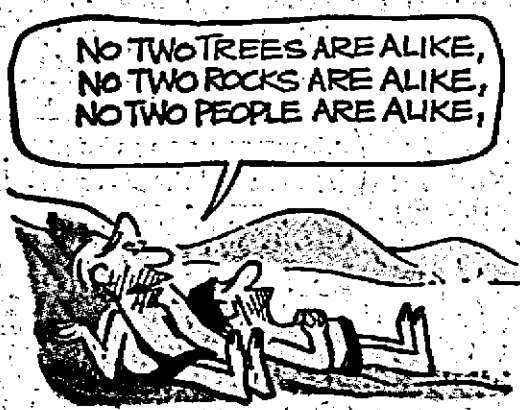
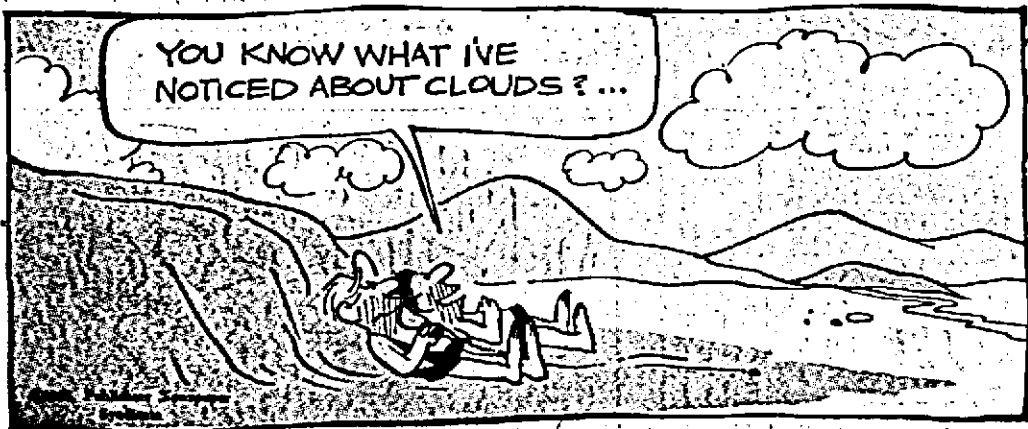
HERE IT IS... THE FIRST DAY OF SPRING...





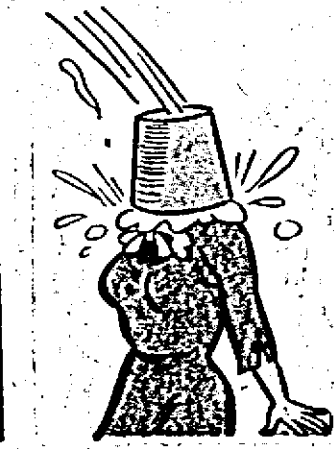
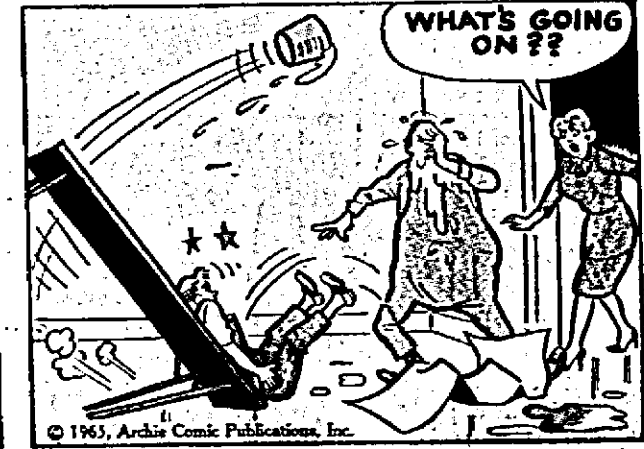
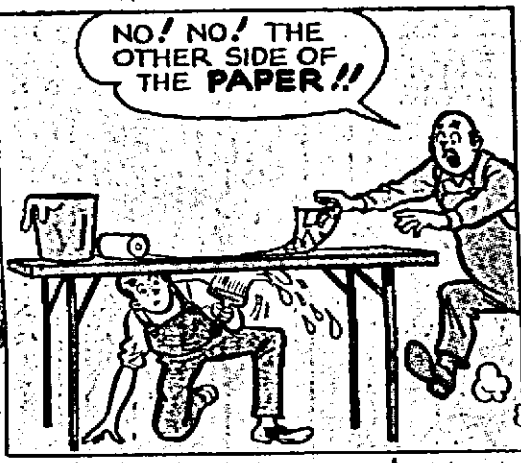
B.C.

By Johnny Hart



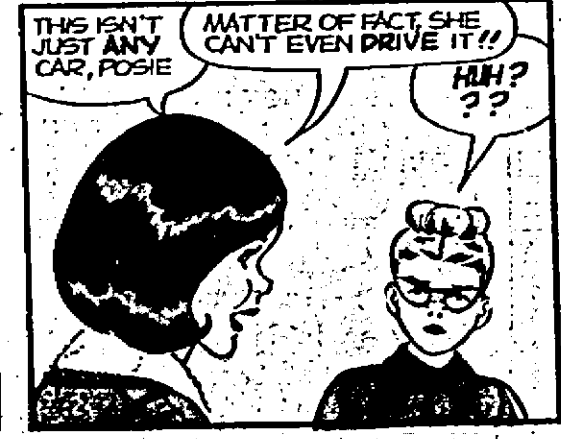
# ARCHIE

by BOB MONTANA



# THE JACKSON TWINS

By Dick Brooks





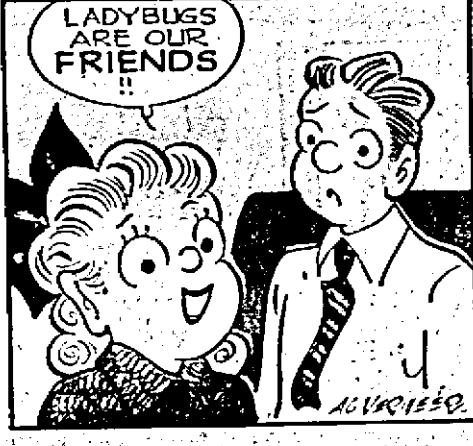
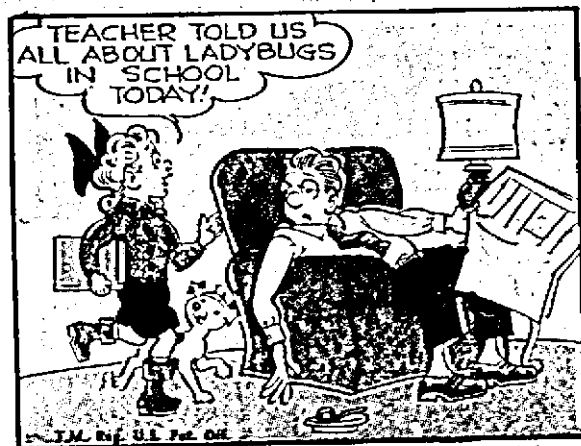
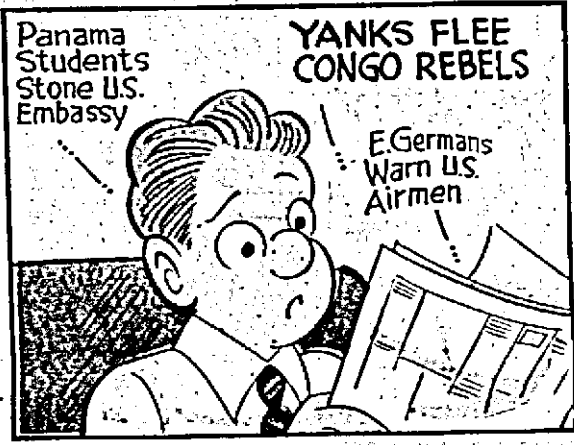
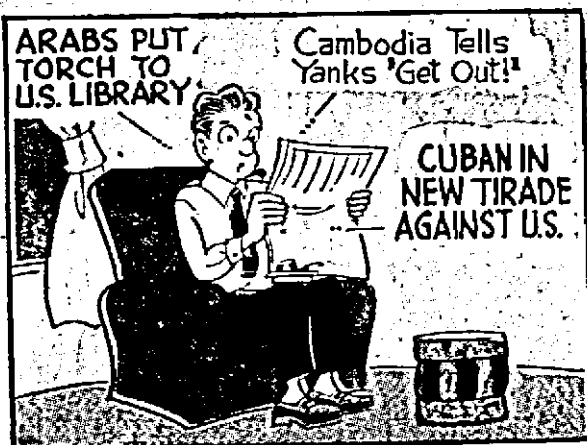
# STEVE ROPER

By Saunders and Overgard



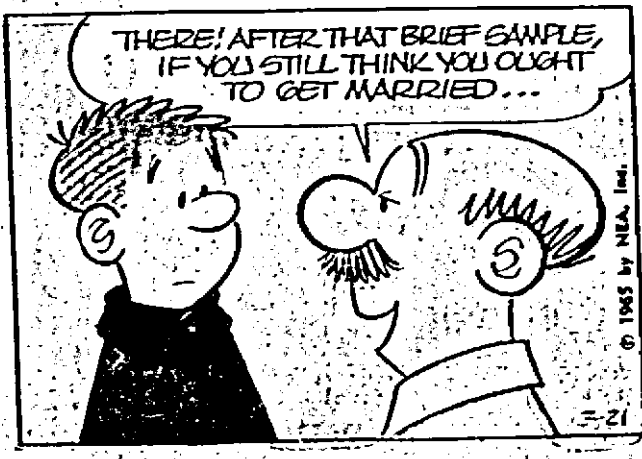
# PRISCILLA'S POP

By Al Vermeer



# MORTY MEEKLE

By Dick Cavalli





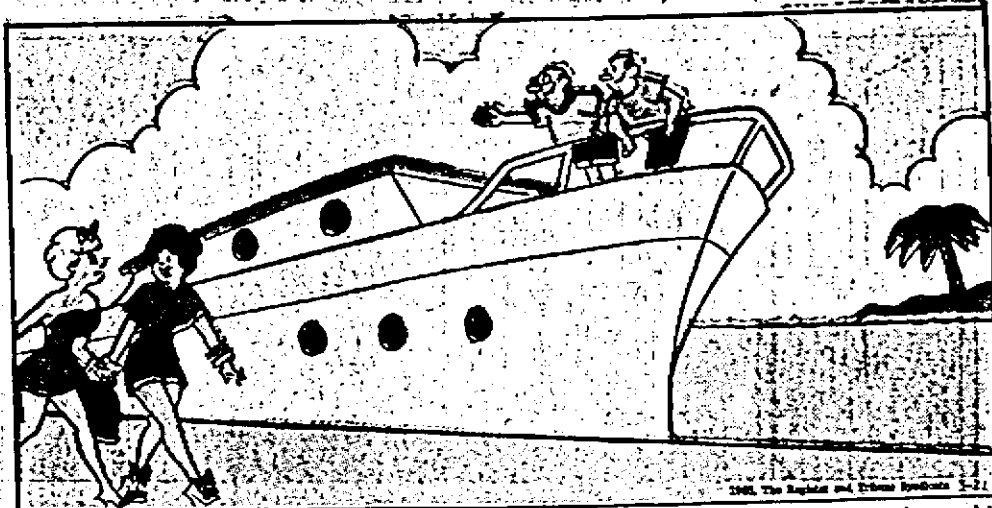
# OFF THE RECORD



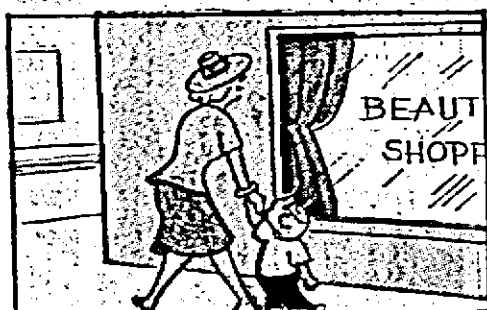
"I dread those days when we kiss and make up."



"Kansas City?—Just follow that arrow..."



"Of course we'd be safe—they're bound to have life preservers on board."



### Sideshow

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**Sideshow**  
% THIS NEWSPAPER

### MEATING A DEAD LION

MARY SUE STELTEN  
220 HILLSIDE DR. N.W.  
ATLANTA 5, GA.

### SUB DUDE

JAMES ASHLEY  
1191 FOREST HILLS S.E.  
GRAND RAPIDS, MICH.

### LAST GOOD BUYS

JIM TOLLEY  
4505 EAST ORME ST.  
WICHITA, KANSAS

### HORSE DRAWN BUGGY

STEPHANIE SPKA  
331 E. SILVA  
LONG BEACH, CALIF.

### THIS FILLS THE BILL

MICHAEL MYERS  
2325 77TH AVE.  
PHILA., PA.

## 105 DAYS SAME AS CASH

... OR UP TO 12 MONTHS TO PAY ... SET PAYMENT TO FIT YOUR BUDGET

**NO MONEY DOWN NEEDED**  
1ST PAYMENT MAY 5th

**BLACK ANGUS**  
FREEZER MEATS, INC.

# BEEF SALE

7 BIG DAYS  
Sale Ends Sat., March 27th

• 9821 CALIFORNIA AVE.  
In Nearby SOUTH GATE

Take Long Beach Freeway to Firestone, go West to California Ave. (between Atlantic and Long Beach Blvd.), turn left and go approximately one mile to 9821 California.

• 1711 W. CHAPMAN AVE., ORANGE

From Long Beach or Lakewood, take San Diego Freeway to Gordon Grove Blvd. Go East to Beach Blvd. Turn left and go to Chapman, turn right and go East past Santa Ana Freeway.

USE YOUR BANKAMERICARD

U. S. INSPECTED HEAVY TENDER & DELICIOUS

# BEEF HALVES

# 27

lb.

200 LBS. UP—CUT & DOUBLE WRAPPED FREE

EXAMPLE: 200 lbs. at 27¢ lb. \$18 per mo. for 3 mos.

SUPREME BEEF ORDER 69¢

SUPREME STEAK ORDER 79¢

## FREE!

10 Lbs. Beef Filet Mignon (Consists of About 20 Portions)

— OR —

50 Pork Chops FREE with purchase of half or more

## NO FREEZER?

Lockers \$1.50 per mo.

Call LO 4-2618 or 532-3346 NOW

(If Toll Call, Call Collect) or come in — to make an appointment in advance to select your meat and watch it processed in 30 minutes.

### 4 CONVENIENT LOCATIONS

#### SOUTH GATE

#### ORANGE

TO OPEN AN ACCOUNT IN ADVANCE CALL

**LO 4-2618 532-3346**

SOUTH GATE ORANGE

U.S. Inspected

# BEEF HINDS

# 33

lb.

## GUARANTEE

Guaranteed to Satisfy

If not satisfied return within 10 days and your purchase will be replaced or money refunded.